

# Herbal/Traditional Products in Guatemala

September 2023

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## Herbal/Traditional Products in Guatemala - Category analysis

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Long history of herbal/traditional products and practices in the country

New Laxa Sen introduced in herbal/traditional digestive remedies

Global OTC players taking interest in herbal/traditional products

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New product development expected in forecast period

Direct sellers benefit from positioning in this space

Locally manufactured products have advantages when targeting local consumers

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