

Depilatories in Guatemala

April 2024

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Depilatories in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The search for soft and smooth skin reignites, with use subject to seasonality
P&G maintains overall leadership, with women's razors and blades highly concentrated
Hair removers/bleaches expands with new products and brands

PROSPECTS AND OPPORTUNITIES

Products become more specific, targeting particular body areas
Permanent hair removal solutions set to grow
Natural ingredients become more visible in razors, while consumers shift towards discounters

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DISCLAIMER

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