

Colour Cosmetics in Guatemala

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Colour Cosmetics in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct sellers remain major distribution channel in 2023 Natural and multicultural trends expand, driven by social media influencers Guatemala: a vibrant regional hub for colour cosmetics

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Category lines will continue to blur during forecast period Weather conditions influence make-up choices Social and environmental awareness on the rise, with demand for multifunctional

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DISCLAIMER

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