

# Depilatories in Guatemala

April 2024

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## 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  
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