

Men's Grooming in Guatemala

April 2024

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Men's Grooming in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures lead to downtrading in men's razors Men's hair care shows moderate development in the face of rising living costs, while Nivea expands its offer for men Demand for deodorants focuses on antiperspirant attributes

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Guatemalan men to show growing interest in their personal care Beard care follows global trends Male premium skin care - a niche ripe for exploitation

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DISCLAIMER

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