

Premium Beauty and Personal Care in Guatemala

April 2024

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Premium Beauty and Personal Care in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium brands weather the inflationary storm, boosted by social media Premium dermocosmetics sets the standard for innovation Premium options expand across pharmacies

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Socioeconomic conditions limit further development, though e-commerce offers hope Digitalisation and social media benefit premium brands New product development to align with new values

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DISCLAIMER

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