



Depilatories in Guatemala

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Guatemalans continue to favour disposable razors, with skin care attributes gaining traction
- Brands offer targeted shaving solutions
- Grocery outlets continue to dominate distribution, but pharmacies look to strengthen their position

PROSPECTS AND OPPORTUNITIES

- Limited uptake of premium products
- More accessible pricing to expand reach of permanent hair removal methods
- Skinification trend will gain ground in depilatories

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Beauty and Personal Care in Guatemala - Industry Overview

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