



**Euromonitor
International**

Premium Beauty and Personal Care in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for premium beauty and personal care products remains resilient even in challenging economic times
Premium brands focus on more powerful, technologically-advanced formulations
Willingness to opt for premium brands is bolstered by promise of quicker, noticeable results.

PROSPECTS AND OPPORTUNITIES

Adoption of preventative beauty rituals to fuel demand for premium products
Premium dermocosmetics will offer tailored solutions
Brands to address evolving needs of women at different life stages

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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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