



Depilatories in Guatemala

April 2024

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Depilatories in Guatemala - Category analysis

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

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Products become more specific, targeting particular body areas
Permanent hair removal solutions set to grow
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DISCLAIMER

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