

Surface Care in Guatemala

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Muted volume growth
- Colgate-Palmolive launches Floral Sensation Fabuloso
- New Xedex line of products launched in surface care

PROSPECTS AND OPPORTUNITIES

- Colgate-Palmolive continues to lead
- Other players also gain value share
- Increased segmentation within surface care

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Home Care in Guatemala - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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