

# Mass Beauty and Personal Care in Guatemala

April 2024

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#### 2023 DEVELOPMENTS

Mass segments benefit from cost-consciousness amid high inflation, with packaging seeing opposite trends Colgate-Palmolive retains overall leadership Brands highlight savings options, and e-commerce has room to rise

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Income disparity favours the continued relevance of lower-priced brands Direct selling faces challenging scenario Lower-priced skin care brands mimic more premium options

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