

Depilatories in Guatemala

Market Direction | 2023-05-11 | 19 pages | Euromonitor

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Report description:

Gillette Venus (Procter & Gamble Interamericas de Guatemala Ltd) is the best-selling female-targeted razor in Guatemala, followed by the Gillette Prestobarba brand, and with Bic (Bic de Guatemala SA) also holding competitive brand shares. Whilst the absolute top brand is Nair in hair removers/bleaches (Operadora de Tiendas, SA), the strength of Procter & Gamble's brands means the company holds the greatest company share. Indeed, Procter & Gamble holds a robust portfolio, and is active in launchi...

Euromonitor International's Depilatories in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Depilatories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
May 2023

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Procter & Gamble continues to lead, thanks to ongoing innovations in Gillette's Venus and Prestobarba brands

Category development impacted by seasonality and concerns over correct usage

Women's pre-shave products remains a small subcategory

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