

Premium Beauty and Personal Care in Guatemala

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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Report description:

Premium fragrances is an important category within premium beauty and personal care, with Perco SA being a leading player with a very impressive portfolio, including brands Nautica, Hugo Boss, Giorgio Armani, Paco Rabanne, Carolina Herrera Men, and Chanel, among others. Within this scope, Perfumeria Fetiche remains the preferred outlet for premium fragrances in Guatemala and was dynamic in advertising and promotions in 2022. This included a variety of promotions, including three sales bazaars th...

Euromonitor International's Premium Beauty and Personal Care 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Social media plays a key role in sales of premium beauty and personal care

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