



# Toilet Care in Guatemala

February 2025

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## Toilet Care in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Prices of toilet care products decline
- No space for local players
- Low presence of private label options

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- Wider range of products expected for toilet care in forecast period
- Toilet liquids/foam will continue to lead sales
- Wider distribution set to boost sales

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