



Euromonitor  
International

# Baby and Child-Specific Products in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowing birth rate and income constraints curb demand for baby and child-specific products  
Johnson & Johnson remains the market leader, but lower-priced rivals gain ground  
Discounters gain traction as parents navigate rising cost of living

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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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