

Bayer de Guatemala SA in Consumer Health (Guatemala)

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Abstracts

Bayer de Guatemala is a global company that has a strong consumer healthcare division in Guatemala. It has been operating in the country for over 50 years, in the areas of pharmaceutical, agricultural and industrial products. It is an innovative player and continuously seeking to improve its existing products and remedies. The player is trusted by a wide consumer base in Guatemala.

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

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Understand the competitive environment, the market's major players and leading brands;



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