

# Colgate-Palmolive Centroamerica SA in Home Care (Guatemala)

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## Abstracts

Colgate-Palmolive Centroamerica is a multinational company that leads sales of home care, beauty and personal care in Guatemala. It focuses on increasing or maintaining its share, offering customers continual innovations, product promotions and advertising. The company's presence in these areas is very strong with a wide product portfolio which enables it to maintain its leading position.

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