

# Industria La Popular SA in Beauty and Personal Care (Guatemala)

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## Abstracts

Industria La Popular SA (ILPSA) is a domestic company that is present in the country for over 90 years. The company manufactures products for consumer use as well as for industrial customers. The company is expected to continue diversifying its product portfolio in order to maintain a strong position in the market. Manufacturing brands for third parties is also part of the strategic direction of the company in the forecast period.

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