

Meykos SA in Consumer Health (Guatemala)

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Abstracts

Meykos is a health and beauty specialist retailer that has been present in Guatemala since 1995. The company also operates a beauty section in all of its outlets, through which it holds good positioning among key consumers. Meykos is very dynamic and has continued to renew itself to keep up with current market conditions. In 2015, the company was purchased by a domestic group. The strongest change the new administration made was that it stopped selling condoms and birth control products due to r...

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