

Beauty and Personal Care in Cameroon

<https://marketpublishers.com/r/BE15AADAD67EN.html>

Date: June 2023

Pages: 94

Price: US\$ 2,650.00 (Single User License)

ID: BE15AADAD67EN

Abstracts

The beauty and personal care market in Cameroon has great economic potential. However, some sectors, such as colour cosmetics are still heavily characterised by imported products. Imports of colour cosmetics and skin care products in volume terms increased significantly in 2022. The beauty and personal care market in Cameroon is heavily driven by demand for skin care products, specifically body care due to increased awareness of the importance of skin care and the availability of skin care produ...

Euromonitor International's Beauty and Personal Care in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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MASS BEAUTY AND PERSONAL CARE IN CAMEROON

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The “Made in Cameroon” logo continues to boost sales of domestic mass cosmetic brands in Cameroon

Mass skin care experiences growing competition from the organic niche category

Mass brands account for the majority share across multiple categories in the beauty and personal care industry in Cameroon

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Les Laboratoires Biopharma retains its outright lead due to an affordable and wide range of offering

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Hair remover/bleaches register the fastest growth over the forecast period as

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Mass fragrances dominate category share due to sheer volume and strong demand for economical brands while growth of premium fragrances remains muted

PROSPECTS AND OPPORTUNITIES

Women's fragrances characterise the fragrances category over the forecast period as women form the major customer base

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Increased awareness of skin care products, rising disposable income and a significant presence of low-priced skin care brands are key category growth drivers

Strong decline in availability of skin depigmentation products as the government tightens regulations

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SUN CARE IN CAMEROON**2022 DEVELOPMENTS**

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