+44 20 8123 2220
info@marketpublishers.com

# Beauty and Personal Care in Ghana

https://marketpublishers.com/r/B0ED486D183FEN.html
Date: May 2024
Pages: 58
Price: US$ 2,100.00 (Single User License)
ID: B0ED486D183FEN

## Abstracts

In 2023, global inflation rates are causing prices to rise, affecting consumers' consumption habits. Meanwhile, more modern attitudes towards personal grooming and rising exposure to global style and fashion trends due to widening internet access are supporting demand for a wider range of products, including sophisticated items and premium brands, but only amongst a limited consumer group.

Euromonitor International's Beauty and Personal Care in Ghana report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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;

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

# Contents

Beauty and Personal Care in Ghana
Euromonitor International
May 2024

## LIST OF CONTENTS AND TABLES

BEAUTY AND PERSONAL CARE IN GHANA
EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture
Country background
Socioeconomic trends
Logistics/infrastructure
What next for beauty and personal care?
MARKET DATA
Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 7 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 8 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 9 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 10 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 11 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028
DISCLAIMER
BABY AND CHILD-SPECIFIC PRODUCTS

## 2023 DEVELOPMENTS

Prospects and Opportunities
Category Data
Table 12 Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 13 Sales of Baby and Child-specific Products by Category: % Value Growth

2018-2023
Table 14 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 17 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 18 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
BATH AND SHOWER
Table 19 Sales of Bath and Shower by Category: Value 2018-2023
Table 20 Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 21 NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 22 LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 23 Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 24 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
DEODORANTS
Table 25 Sales of Deodorants by Category: Value 2018-2023
Table 26 Sales of Deodorants by Category: % Value Growth 2018-2023
Table 27 NBO Company Shares of Deodorants: % Value 2019-2023
Table 28 LBN Brand Shares of Deodorants: % Value 2020-2023
Table 29 Forecast Sales of Deodorants by Category: Value 2023-2028
Table 30 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
HAIR CARE
Table 31 Sales of Hair Care by Category: Value 2018-2023
Table 32 Sales of Hair Care by Category: % Value Growth 2018-2023
Table 33 NBO Company Shares of Hair Care: % Value 2019-2023
Table 34 LBN Brand Shares of Hair Care: % Value 2020-2023
Table 35 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 36 Forecast Sales of Hair Care by Category: Value 2023-2028
Table 37 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
DEPILATORIES
Table 38 Sales of Depilatories by Category: Value 2018-2023
Table 39 Sales of Depilatories by Category: % Value Growth 2018-2023
Table 40 NBO Company Shares of Depilatories: % Value 2019-2023
Table 41 LBN Brand Shares of Depilatories: % Value 2020-2023
Table 42 Forecast Sales of Depilatories by Category: Value 2023-2028
Table 43 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

ORAL CARE
Table 44 Sales of Oral Care by Category: Value 2018-2023
Table 45 Sales of Oral Care by Category: % Value Growth 2018-2023
Table 46 NBO Company Shares of Oral Care: % Value 2019-2023
Table 47 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 48 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 49 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
MEN'S GROOMING
Table 50 Sales of Men's Grooming by Category: Value 2018-2023
Table 51 Sales of Men's Grooming by Category: % Value Growth 2018-2023
Table 52 NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 53 LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 54 Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 55 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028
COLOUR COSMETICS
Table 56 Sales of Colour Cosmetics by Category: Value 2018-2023
Table 57 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 58 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 59 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 60 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 61 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 62 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
FRAGRANCES
Table 63 Sales of Fragrances by Category: Value 2018-2023
Table 64 Sales of Fragrances by Category: % Value Growth 2018-2023
Table 65 NBO Company Shares of Fragrances: % Value 2019-2023
Table 66 LBN Brand Shares of Fragrances: % Value 2020-2023
Table 67 LBN Brand Shares of Premium Fragrances: % Value 2020-2023
Table 68 Forecast Sales of Fragrances by Category: Value 2023-2028
Table 69 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028
SKIN CARE
Table 70 Sales of Skin Care by Category: Value 2018-2023
Table 71 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 72 NBO Company Shares of Skin Care: % Value 2019-2023
Table 73 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 74 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 75 Forecast Sales of Skin Care by Category: Value 2023-2028
Table 76 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028
SUN CARE

+44 20 8123 2220
info@marketpublishers.com

Table 77 Sales of Sun Care by Category: Value 2018-2023
Table 78 Sales of Sun Care by Category: % Value Growth 2018-2023
Table 79 NBO Company Shares of Sun Care: % Value 2019-2023
Table 80 LBN Brand Shares of Sun Care: % Value 2020-2023
Table 81 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 82 Forecast Sales of Sun Care by Category: Value 2023-2028
Table 83 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: Beauty and Personal Care in Ghana
Product link: https://marketpublishers.com/r/B0ED486D183FEN.html
Price: US$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/B0ED486D183FEN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970