

# Parfumerie Isaac, Doula in Beauty and Personal Care (Cameroon)

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## Abstracts

Parfumerie Isaac is a promising health and beauty specialist retailer which is pursuing an expansion strategy with the aim of becoming one of the most popular perfumeries in Douala, Cameroon's largest city. During 2015 Isaac expanded the range of beauty products it stocks under both local and international brands at affordable prices, as well as its range of artificial hair pieces.

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

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leading brands;

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