

Beauty or Make-Up Product Markets in Africa to 2022

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Abstracts

The report package Beauty or Make-Up Product Markets in Africa to 2022 offers the most up-to-date industry data on the actual market situation, and future outlook for beauty or make-up products in different African countries. The package includes country reports from the following countries:

Cameroon, Egypt, Ethiopia, Kenya, Madagascar, Malawi, Morocco, Senegal, South Africa, Tanzania

The research includes historical data from 2011 to 2017 and forecasts until 2022 which makes the reports an invaluable resource for industry executives, marketing, sales and product managers, consultants, analysts, and other people looking for key industry data in readily accessible documents with clearly presented tables and graphs.

The reports help answer the following questions:

What is the size of the beauty or make-up product market in different African countries?

How is the market split into different types of beauty or make-up products?

How are the overall market and different product types growing?

How is the market predicted to develop in the future?

The latest industry data included in the reports:

Demand for beauty or make-up products, 2011-2022

Beauty or make-up product market size by product type, 2011-2022

Growth rates of the overall market and different product segments, 2011-2022

Shares of different product segments of the overall market, 2011, 2017, and 2022

The market data is given for the following product segments:

Lip make-up products

Eye make-up products

Manicure or pedicure products

Other beauty or make-up products

Among the key reasons to purchase include the following:

Gain an outlook of the historical development, current market situation, and future outlook of the beauty or make-up product market in different African countries to 2022

Track industry developments and identify market opportunities

Plan and develop marketing, market-entry, market expansion, and other business strategies by identifying the key market opportunities and prospects

Save time and money with the readily accessible key market data included in the reports. The data is clearly presented and can be easily incorporated into presentations and internal reports.

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