

Depilatories in Cameroon

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Razors remains the primary form of hair removal for most Cameroonian women

No social pressure to shave body hair constrains growth of hair removers/bleaches

ICRAFON SA and Gillette retain the combined outright lead in women's razors and blades while Veet remains the main brand in hair removers/bleaches in the country

PROSPECTS AND OPPORTUNITIES

Hair remover/bleaches register the fastest growth over the forecast period as consumers come to appreciate these products for their efficacy and convenience

The current lack of pre- and post-shave products in the Cameroonian market offers opportunities for industry players in these categories over the forecast period

Culture continues to stifle growth

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DISCLAIMER

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