

Hair Care in Cameroon

June 2023

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2022 DEVELOPMENTS

Hair breakages, scalp problems and baldness are some of the key issues driving demand for hair care products in Cameroon

The significant increase in demand for wigs/human hair drives growth of shampoos, conditioners and styling agents, particularly hair sprays

Trendy modern haircuts positively impact sales of colourants and styling agents

PROSPECTS AND OPPORTUNITIES

Hair loss treatments grows at a rapid pace over the forecast period

The push to celebrate and embrace natural afro-textured hair drives demand for natural afro hair care products

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DISCLAIMER

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