

Mass Beauty and Personal Care in Cameroon

June 2023

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2022 DEVELOPMENTS

The “Made in Cameroon” logo continues to boost sales of domestic mass cosmetic brands in Cameroon

Mass skin care experiences growing competition from the organic niche category

Mass brands account for the majority share across multiple categories in the beauty and personal care industry in Cameroon

PROSPECTS AND OPPORTUNITIES

Multinationals continue to lead in mass beauty and personal care in Cameroon due to consumer loyalty

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DISCLAIMER

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