

Fragrances in Cameroon

June 2023

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2022 DEVELOPMENTS

Imported brands characterise the category as local players struggle to gain a foothold

Difficulty in finding trusted outlets that sell premium fragrances induces scepticism amongst affluent consumers

Mass fragrances dominate category share due to sheer volume and strong demand for economical brands while growth of premium fragrances remains muted

PROSPECTS AND OPPORTUNITIES

Women's fragrances characterise the fragrances category over the forecast period as women form the major customer base

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