Beauty and Personal Care in Cameroon

June 2023

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Growing preference for baby wipes in place of toilet tissue helps drive overall category growth
Les Laboratoires Biopharma retains its outright lead due to an affordable and wide range of offering
Baby and child-specific skin care sees strong growth while medicated baby and child-specific products fair less well

PROSPECTS AND OPPORTUNITIES

Growing hygiene and health consciousness drive growth of baby and child-specific toiletries
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The illicit trade remains a major drain on the formal colour cosmetics category in the country

PROSPECTS AND OPPORTUNITIES
Forecast period demand surges for colour cosmetics that are easy to use and which require no real expertise to apply
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PROSPECTS AND OPPORTUNITIES
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PROSPECTS AND OPPORTUNITIES
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**Hair Care in Cameroon**

**KEY DATA FINDINGS**

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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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**Men's Grooming in Cameroon**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Increased availability of pre- and post-shave brands for men replace traditional usage of baby powder.

Cameroonian men show growing interest in their appearance thereby boosting sales of men's grooming.

Beiersdorf's Nivea for Men brand line remains a popular choice for many men in Cameroon.

**PROSPECTS AND OPPORTUNITIES**

Product adoption remains a challenge, thus an opportunity to introduce a multi-purpose product to lure consumers.

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PROSPECTS AND OPPORTUNITIES
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Skin Care in Cameroon

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Increased awareness of skin care products, rising disposable income and a significant presence of low-priced skin care brands are key category growth drivers
Strong decline in availability of skin depigmentation products as the government tightens regulations

PROSPECTS AND OPPORTUNITIES
Growing shift towards organic skin care products especially facial care due to their healthy ingredients
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**Premium Beauty and Personal Care in Cameroon**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

A lack of established outlets for premium beauty and personal care products underlines consumer scepticism about the authenticity of these products

Premium skin care and colour cosmetics have the strongest growth potential

The niche premium beauty and personal care category remains elusive to local players

**PROSPECTS AND OPPORTUNITIES**

Growing demand for products with organic ingredients boosts demand for premium beauty and personal care over the forecast period

Changing lifestyles and increasing consumer purchasing power propel the premium category

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**Mass Beauty and Personal Care in Cameroon**

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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

A looming recession coupled with a socio-political crisis benefit mass beauty and personal care products

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