

# Beauty and Personal Care in Cameroon

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## Beauty and Personal Care in Cameroon

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### DISCLAIMER

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### PROSPECTS AND OPPORTUNITIES

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## PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

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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

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

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#### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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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

Demand for skin care products shifts from a price-orientation towards value for money by the end of the forecast period

Local players gain value share over the forecast period stimulated by the removal of excise duties on locally manufactured products

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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

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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

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