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
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Strong and rising demand for bar soap containing medicated ingredients

The inability to sustain production volumes constrains growth of locally produced bath and shower products

**PROSPECTS AND OPPORTUNITIES**

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**2022 DEVELOPMENTS**

Strong preference for nail polish in gel format over traditional nail polish as time becomes a more pressing factor post pandemic

Demand for eye liner/pencil continues to grow due to the popularity in designing looks around shaved eyebrows

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

Increase in digital marketing and sales through WhatsApp Business boost category sales

Demand for popular international colour cosmetics brands continues to surge given their kudos among local consumers

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**Deodorants in Cameroon**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Demand for deodorants boosted by the hot tropical climate in Cameroon

Deodorant sprays and deodorant roll-ons are the two most popular and widely available formats in the country

Low quality and counterfeit deodorants account for a significant share of category sales

**PROSPECTS AND OPPORTUNITIES**
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Razors remain the primary form of hair removal for most Cameroonian women. No social pressure to shave body hair constrains growth of hair removers/bleaches.

ICRAFON SA and Gillette retain the combined outright lead in women's razors and blades while Veet remains the main brand in hair removers/bleaches in the country.

**PROSPECTS AND OPPORTUNITIES**

Hair remover/bleaches register the fastest growth over the forecast period as consumers come to appreciate these products for their efficacy and convenience.

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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.

Little scope for unisex perfumes as demand for perfumes remains largely gender specific over the forecast period.

Offline channels continue to account for the majority of fragrances sales.

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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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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
Small local grocers characterises sales of oral care in Cameroon across the forecast period
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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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**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**

**KEY DATA FINDINGS**

**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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