

Colour Cosmetics in Cameroon

June 2023

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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

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DISCLAIMER

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