

Premium Beauty and Personal Care in Cameroon

June 2023

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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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DISCLAIMER

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