

Health and Beauty Specialist Retailers in Cameroon

June 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Health and beauty specialists suffer a post-pandemic hangover
As daily life normalises, demand for beauty products starts to revive
Pandemic leads to increased online interaction with consumers

PROSPECTS AND OPPORTUNITIES

Heightened consumer interest in health and wellness set to outlast the pandemic
Outlet growth will be strongest in smaller urban centres
Success of Healthlane underlines potential for e-commerce growth

CHANNEL DATA

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