Euromonitor International

Mass Beauty and Personal Care in Ghana

June 2026

Table of Contents

Mass Beauty and Personal Care in Ghana - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Economic Factors and Evolving Consumer Needs

Mass Bath and Shower Leads in Value While Mass Baby and Child-Specific Products Shows Dynamic Growth

Chart 1 - Nouvelle Perfumiere Gandour Feel Range

Nouvelle Parfumerie Gandour'S Feel Range Exemplifies Clean Reimagined Impact on Consumer Choice

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Shaped by Economic Caution and Evolving Consumer Needs

Mass Hair Care Leads Value While Baby and Child-Specific Products Grows Amid Shifting Priorities

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinational Companies Strengthen Lead with Steady Share Growth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Ghana - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY?INDUSTRY TRENDS

Chart 15 - Key?Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Middle Class and Cautious Spending

Bath and Shower Leads Value Sales While Baby and Child-Specific Products Shows Strong Growth

Chart 16 - Smartskin Africa Ai-Powered Skincare Platform

Brands Leverage Clean Reimagined and Digital Tools to Enhance Consumer Trust and Engagement

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Middle Class and Digital Engagement Fuel Growth in Beauty and Personal Care
Hair Care Commands Largest Share While Frangraces Accelerates Growth
Local Relevance and Digital Innovation Reshape Brand Strategies and Consumer Loyalty
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Lead with Stable Shares Amid Emerging Local Competition
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Small Local Grocers Lead Sales
E-Commerce Growth Challenges Traditional Retail with Convenience and Niche Access
Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care
Chart 26 - Real Gdp Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care
Chart 29 - Population 2020-2030
Chart 30 - Consumer Expenditure 2020-2030
Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-ghana/report.