

Skin Care in Cameroon

June 2023

Table of Contents

Skin Care in Cameroon - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Facial care is a rapidly growing category in skin care as Cameroonians are willing to pay more for quality products

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

Demand for skin care products shifts from a price-orientation towards value for money by the end of the forecast period

Local players gain value share over the forecast period stimulated by the removal of excise duties on locally manufactured products

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2017-2022

Table 2 - Sales of Skin Care by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Skin Care: % Value 2018-2022

Table 4 - LBN Brand Shares of Skin Care: % Value 2019-2022

Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 6 - Forecast Sales of Skin Care by Category: Value 2022-2027

Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Cameroon - Industry Overview

EXECUTIVE SUMMARY

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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