

## **Colour Cosmetics in Cameroon**

Market Direction | 2023-06-05 | 21 pages | Euromonitor

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### **Report description:**

In the nail products category, nail polish experienced the strongest growth while nail treatments/strengtheners recorded the lowest demand. Innovation continues to drive growth in nail products. Nail polish has evolved. Traditional nail polish takes a considerable amount of time to apply and then to dry. Now consumers are moving to more innovative nail polish formats such as gel. Gel nail polish lasts longer and takes less than three minutes to dry after application. The introduction of gel nails...

Euromonitor International's Colour Cosmetics in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Colour Cosmetics market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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COLOUR COSMETICS IN CAMEROON

KEY DATA FINDINGS

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

Demand for popular international colour cosmetics brands continues to surge given their kudos among local consumers

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