

Fragrances in Cameroon

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

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Report description:

From modern grocery retailers to small local grocers, imported fragrances continue to dominate shelves. Despite the entry of more "Made in Cameroon" brands in the market such as Chouquette, Les Essences Bantu, Mboa, Extraits, Parfums Bonheur and existing brands such as Bio Romance fragrance from Les Laboratories Biopharma, awareness of local brand names is still low. Production levels are also small scale. Moreover, with the exception of the Bio Romance brand, distribution of local brands remain...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Imported brands characterise the category as local players struggle to gain a foothold

Difficulty in finding trusted outlets that sell premium fragrances induces scepticism amongst affluent consumers

Mass fragrances dominate category share due to sheer volume and strong demand for economical brands while growth of premium fragrances remains muted

PROSPECTS AND OPPORTUNITIES

Women's fragrances characterise the fragrances category over the forecast period as women form the major customer base

Little scope for unisex perfumes as demand for perfumes remains largely gender specific over the forecast period

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