

Hair Care in Cameroon

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

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Report description:

Hair breakages and scalp issues are some of the leading hair problems in Cameroon, which is why demand for conditioners and shampoos is on a growth trajectory. For scalp issues, dandruff is the main problem with the hot tropical climate in the country one of the main catalysts of this. There is also growing demand for hair loss treatments in the country due to the tradition of braiding. Braiding, which is a popular hairstyle in Cameroon, has the drawback of accelerating receding hair lines. This...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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HAIR CARE IN CAMEROON

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2022 DEVELOPMENTS

Hair breakages, scalp problems and baldness are some of the key issues driving demand for hair care products in Cameroon
The significant increase in demand for wigs/human hair drives growth of shampoos, conditioners and styling agents, particularly hair sprays

Trendy modern haircuts positively impact sales of colourants and styling agents

PROSPECTS AND OPPORTUNITIES

Hair loss treatments grows at a rapid pace over the forecast period

The push to celebrate and embrace natural afro-textured hair drives demand for natural afro hair care products

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