

Premium Beauty and Personal Care in Cameroon

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

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Report description:

The premium beauty and personal care category in Cameroon is still niche due to low demand as the target audience remains small. This has been a key reason why it has been a struggle to have established beauty specialists that focus solely on the sale of premium beauty and personal care products. The premium category is already significantly impacted by counterfeit variants ranging from skin care to fragrances, and the lack of established outlets where the authenticity of premium products can be...

Euromonitor International's Premium Beauty and Personal 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Premium Beauty and Personal Care in Cameroon

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List Of Contents And Tables

PREMIUM BEAUTY AND PERSONAL CARE IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

A lack of established outlets for premium beauty and personal care products underlines consumer scepticism about the authenticity of these products

Premium skin care and colour cosmetics have the strongest growth potential

The niche premium beauty and personal care category remains elusive to local players

PROSPECTS AND OPPORTUNITIES

Growing demand for products with organic ingredients boosts demand for premium beauty and personal care over the forecast period

Changing lifestyles and increasing consumer purchasing power propel the premium category

The adoption of multichannel marketing strategies have a positive impact on the premium beauty and personal care category

CATEGORY DATA

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN CAMEROON

EXECUTIVE SUMMARY

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

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

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

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

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

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

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

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

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SOURCES

Summary 1 Research Sources

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