

## **Skin Care in Cameroon**

Market Direction | 2023-06-05 | 23 pages | Euromonitor

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### **Report description:**

The face is the most visible part of the body and Cameroonians especially women are keen on using facial care to look after their skins. There is an increased willingness to spend more on obtaining quality facial care products. Unlike the body care category, which is already approaching maturity, facial care remains nascent and is in a growth phase. Exposure to facial care routines on social media platforms, such as Instagram, Facebook, and TikTok, coupled with increased availability of organic...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### **Why buy this report?**

- \* Get a detailed picture of the Skin 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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#### 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

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