

Fragrances in Cameroon

Market Direction | 2024-07-15 | 22 pages | Euromonitor

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Report description:

Despite inflationary trends, fragrances in Cameroon experienced growth in 2023. The import volume of fragrances and eau de parfum has shown a consistent upward trajectory over the review period, reaching 236,366 tons in 2022 from 219,779 tons in 2021, and 186,467 tons in 2020. The local sector is also expanding, with Cameroonian businessperson Paule Gaby introducing the Code Mboa fragrance in the first half of 2023.

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass fragrances continue to expand at the expense of their premium counterparts

The resilience of direct selling in the Cameroonian fragrance industry and the evolution of digital sales

Made in Cameroon: Code Mboa and Coup Foudre, fragrances ode to Cameroonian heritage and style

PROSPECTS AND OPPORTUNITIES

The influence of the 'Made in Cameroon' initiative on fragrances: A growth in local entrepreneurship

Rising awareness of personal hygiene and tropical climate: A catalyst for fragrance demand

Resilience of mass fragrances amidst economic challenges

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2018-2023

Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN CAMEROON

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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