

## **Beauty and Personal Care in Ethiopia**

Market Direction | 2024-07-25 | 61 pages | Euromonitor

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### **Report description:**

In 2023, Ethiopia's beauty and personal care industry faces significant challenges due to economic constraints and socio-political unrest. High inflation at 29% as of October 2023 has severely impacted the affordability and availability of these products. Factors exacerbating the situation include political instability, a scarcity of foreign exchange, and the global repercussions of events like the COVID-19 pandemic. Legal import restrictions and declining local production further strain the ind...

Euromonitor International's Beauty and Personal Care in Ethiopia 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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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Euromonitor International  
July 2024

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##### DISCLAIMER

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