



**Euromonitor
International**

Beauty and Personal Care in Cameroon

July 2024

Table of Contents

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

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prioritising affordability in a hot climate

Competitive landscape: Key players and strategies

Inflation's impact on pricing

PROSPECTS AND OPPORTUNITIES

Baby-and-child skin care takes centre stage

A growing youth demographic poised to propel expansion

Seizing the opportunity: Pioneering lasting solutions for nappy/diaper rash

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bar soap reigns supreme
Colgate Palmolive's strategic messaging and new Protex variant
Evolving hygiene practices: Hand sanitiser sales decline

PROSPECTS AND OPPORTUNITIES

The savon sunset: A shift in bathing habits
Shower gel lathers up for growth
Medicated soaps: A bright spot in the bar soap area

CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2018-2023
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Eyeliners and powders soar driven by ease of use in application, nail polishes evolves through innovation, and the muted lip care segment grapples with notable price increase
The influence of online makeup tutorials and mobile makeup artists revitalise colour cosmetics in Cameroon
The pervasive impact of counterfeit products in colour cosmetics in Cameroon

PROSPECTS AND OPPORTUNITIES

Despite stringent regulatory policies targeting imported beauty and personal care products, international brands are poised for thriving success
Foundation and concealers: Navigating growth amidst evolving beauty trends and youthful preferences
Digital resonance: The transformative influence of influencers and the digital space in shaping Cameroon's colour cosmetics landscape

CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Deodorants in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant sprays and roll-ons dominate product area amidst limited innovation and consumer familiarity with alternative variants
Deodorant price surge: Impact on brands and retail

PROSPECTS AND OPPORTUNITIES

Combining affordability and efficacy in deodorant solutions

Capitalising on local ingredients: Sustainable and culturally resonant deodorant innovations

Deodorant sprays to remain the most popular format over the forecast period

CATEGORY DATA

Table 39 - Sales of Deodorants by Category: Value 2018-2023

Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023

Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023

Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023

Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028

Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Razor dominance and cultural influences on women's hair removal

SIVOP SA's innovative solution for effortless and cost-effective hair removal

Depilatories lacks innovation, primarily due to a cultural environment that imposes no pressure regarding body hair

PROSPECTS AND OPPORTUNITIES

Hair remover/bleaches to register the fastest growth over the forecast period as consumers come to appreciate these products for their efficacy and convenience

Culture to continue to stifle growth

Sustainable and eco-friendly innovations: Meeting consumer demand for ethical products

CATEGORY DATA

Table 48 - Sales of Depilatories by Category: Value 2018-2023

Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023

Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023

Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028

Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

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 54 - Sales of Fragrances by Category: Value 2018-2023

Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining perm and relaxant segment offset by dynamic growth in “other” hair care

Perms and relaxants in decline due to changing consumer preferences

Les Laboratoires Vrangier redefining cost-effectiveness in Cameroonian hair care

PROSPECTS AND OPPORTUNITIES.

DIY trends and wig popularity reshaping salon services and retail sales

A thriving wigs market to boost demand for hair sprays and styling gels

Untapped potential: Seizing the opportunity in cost-effective hair loss solutions

CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2018-2023

Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beard culture fuels razor dominance

Les Laboratoires Biopharma's struggles

Topik Industries' promotional efforts

PROSPECTS AND OPPORTUNITIES

Addressing beard culture and hair loss concerns in Cameroon with an affordable men's hair care brand

Market dynamics anticipated to influence men's grooming

Elevating men's grooming: Capitalising on the health-conscious trend in Cameroon

CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2018-2023

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dynamics of core oral care categories, import of dental floss trends upward, Colgate's Promotional endeavours, and changing consumer practices

Impact of persistent inflation on oral care product prices: Consumer down trade to cheaper manual toothbrushes

Colgate-Palmolive initiative: Landmark seizures and legal action against counterfeit oral care products in Cameroon

PROSPECTS AND OPPORTUNITIES

Uncovering the potential: The growing trend of teeth whitening in Cameroon

Expanding oral care horizons in Cameroon beyond core categories of manual toothbrush and toothpaste

Addressing oral hygiene disparities among children and adolescents: A strategic opportunity for public health in Cameroon

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2018-2023

Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023

Table 84 - Sales of Toothbrushes by Category: Value 2018-2023

Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023

Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023

Table 89 - Forecast Sales of Oral Care by Category: Value 2023-2028

Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 91 - Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Complex landscape of skin care in Cameroon: Facial cleansers, societal pressures, and premium brand perceptions

Significant seizure of depigmentation products in Cameroon

Robust performance of facial cleansers fuelled by influencer trends, environmental factors, and growing consumer demand

PROSPECTS AND OPPORTUNITIES

Pioneering the promotion of natural Black skin tone in Cameroon

Mitigating excessive facial oil, addressing pigment spots, and meeting demand for radiant complexion

Blending social media influence, price sensitivity, and consumer demand in skin care

CATEGORY DATA

Table 93 - Sales of Skin Care by Category: Value 2018-2023

Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Sun Care in Cameroon

2023 DEVELOPMENTS

Premium Beauty and Personal Care in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Premium colour cosmetics thrive, while counterfeits plague fragrances
- Misperceptions and missed opportunities: Understanding the true premium in skin care
- The counterfeit challenge: Eroding trust in premium fragrances and colour cosmetics

PROSPECTS AND OPPORTUNITIES

- Restoring trust: A gateway to reviving premium beauty and personal care
- A growing appetite for quality skin care
- Untapped potential: Expanding the premium beauty landscape

CATEGORY DATA

Table 100 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 101 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 102 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 103 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 104 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 105 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Mass Beauty and Personal Care in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Resilience in challenging times: Mass beauty and personal care shows growth
- Beon: The champion of affordability in hair care
- The rise of local beauty brands

PROSPECTS AND OPPORTUNITIES

- Demographic boom a boon for baby and child-specific products and shower gels
- Mass deodorants and fragrances set to thrive
- Seizing growth opportunities in mass beauty and personal care

CATEGORY DATA

Table 106 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 107 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 108 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 109 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 110 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 111 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-cameroon/report.