



# Depilatories in Cameroon

July 2025

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## Depilatories in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slow growth driven by razors and blades, in an underdeveloped market  
Gillette maintains its company lead, but is pipped to the post by Bic Miss in brand terms  
Beauty specialists maintain the strongest sales, while supermarkets continue to grow their share

#### PROSPECTS AND OPPORTUNITIES

Depilatories set to see ongoing growth, while cultural norms limit innovation  
Concerns over shaving bumps may spark a potential shift towards depilatory creams  
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