



**Euromonitor
International**

Hair Care in Cameroon

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wig culture drives demand for shampoos and styling gels, while conditioners and relaxants decline
Dark & Lovely remains popular thanks to catering to local hair care needs
Beauty specialist retailers lead hair care sales, with hair salons seeing growth driven by wig culture

PROSPECTS AND OPPORTUNITIES

Wig culture will continue to shape trends in hair care over the forecast period
Rising demand for colourants driven by wig culture, and a growing preference for bold, vibrant shades
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Beauty and Personal Care in Cameroon - Industry Overview

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DISCLAIMER

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