



Euromonitor  
International

# Beauty and Personal Care in Cameroon

July 2025

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Biopharma maintains lead, while LANA-BIO sees strong growth  
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PROSPECTS AND OPPORTUNITIES

Sales will continue to be supported by baseline demand, with ongoing polarisation expected  
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## PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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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

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The Gillette Co maintains top company place but is pipped to the post by Bic from ICRAFON in brand terms.

Beauty specialist retailers maintain lead, while e-commerce grows as companies leverage digital platforms

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Biopharma maintains lead, while LANA enjoys strong growth

Beauty specialist retailers lead for trust and expertise, while e-commerce benefits from social media influence

PROSPECTS AND OPPORTUNITIES

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E-commerce, social media, and digital platforms will continue to drive trends

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Premium Beauty and Personal Care in Cameroon

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Modern retail expansion will help to build trust in the authenticity of products, while hair care will remain a major trend  
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