



Euromonitor
International

Colour Cosmetics in Cameroon

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce and social media fuel growth in colour cosmetics
Gemey Maybelline Garnier takes the lead, thanks to portfolio of products meeting the nude makeup trend
Beauty specialist retailers maintain leading distribution place

PROSPECTS AND OPPORTUNITIES

Ongoing demand will be driven by self-expression, social media influence, and e-commerce accessibility
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Beauty and Personal Care in Cameroon - Industry Overview

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DISCLAIMER

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