



Euromonitor  
International

# Beauty and Personal Care in Uganda

July 2025

Table of Contents

### EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care ?

### MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

### DISCLAIMER

### BABY AND CHILD-SPECIFIC PRODUCTS

Key Data Findings

2024 Developments

Quality concerns gain weight in baby and child-specific products

The leading players invest in the category

Professional advice and social media exposure can create competitive edges

Prospects and Opportunities

Tax regimes may hinder category performance

Parents to continue to demand safe products

Distributors and e-commerce to grow in importance

Category Data

Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024

Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024

Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024

Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

### BATH AND SHOWER

Key Data Findings

2024 Developments

Rising popularity of organic options stimulates retail value growth

International players dominate but Movit Products gains ground

Bath and shower's offer gains sophistication

Prospects and Opportunities

Improving in-country infrastructure enhances bath and shower's offer and reach

Bath and shower fits with the strong concerns over sanitation and hygiene

Company activity to add dynamism to bath and shower

## Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

## DEODORANTS

### Key Data Findings

#### 2024 Developments

Urbanisation increases awareness of deodorants among local consumers

Distributors remain a key factor in company performances and distribution reach

Digitalisation and higher female participation in the workforce stimulate interest in novel and innovative products and scents

#### Prospects and Opportunities

Antiperspirants to gain popularity

Inflation remains a significant dampener on the demand for deodorants

Marketing to play a growing role in deodorants

## Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

## HAIR CARE

### Key Data Findings

#### 2024 Developments

Improving economic indicators lead to more sophisticated demand

Highly competitive landscape with a host of brands and products available

Hairceuticals and diversity add dynamism to hair care

#### Prospects and Opportunities

Development and growth to characterise hair care

Key demographic and lifestyle change to spur hair care

Social media to boost e-commerce development in hair care

## Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

## DEPILATORIES

### Key Data Findings

#### 2024 Developments

International brands continue to elevate standards and stimulate interest in depilatories

Wide distribution of a strong brand helps Procter & Gamble to consolidate its leading position

Social media drives consumer interest in beauty and hygiene products

#### Prospects and Opportunities

Depilatories to see wider coverage and rising popularity

Direct selling has the potential to emerge as a significant channel while players need to improve communications  
Innovation and marketing to add dynamism to depilatories

Category Data

- Table 38 - Sales of Depilatories by Category: Value 2019-2024
- Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

ORAL CARE

- Key Data Findings
- 2024 Developments
- Rising awareness of oral hygiene and dental care pushes healthy growth performance
- International players dominate oral care
- Wellness and ethical consumer approach to oral care
- Prospects and Opportunities
- Strong investments to advance oral care
- Preference for natural, organic and cruelty-free products
- Space for e-commerce and local players to grow

Category Data

- Table 44 - Sales of Oral Care by Category: Value 2019-2024
- Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024
- Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

MEN'S GROOMING

- Key Data Findings
- 2024 Developments
- Men's grooming continues to evolve in Uganda
- Players focus on creating an audience of male beauty shoppers
- Urbanisation and social media stimulate men's grooming
- Prospects and Opportunities
- Men's grooming to continue to gain interest fast in Uganda
- More intense competition awaits men's grooming
- Manufacturers and distributors to respond to consumer needs and preferences

Category Data

- Table 50 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

COLOUR COSMETICS

- Key Data Findings
- 2024 Developments
- Growing attention on personal appearance and beauty boosts facial make-up
- Distributors play a key role in colour cosmetics
- Surge in popularity of more natural and safer products
- Prospects and Opportunities

Beauty focus to push growth but tax regimes could disrupt the category  
Local players to develop through government support and social media strategies  
Players look to tailor offerings to suit local consumers

#### Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## FRAGRANCES

### Key Data Findings

#### 2024 Developments

Growing popularity of both mass and premium fragrances

Puig gains the leading position in fragrances in 2024

Smaller packs to stimulate affordability

#### Prospects and Opportunities

Mass and premium and women's and men's fragrances to gain popularity

Economic factors to inform consumer behaviour

Manufacturers and retailers to make efforts to increase consumer confidence

#### Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## SKIN CARE

### Key Data Findings

#### 2024 Developments

Skin care continues to gain momentum by catering to local consumer needs

Strong company activity in skin care

Small packs and online marketing provide impetus for skin care players

#### Prospects and Opportunities

Fast-rising popularity for body care and facial care

Established legal players under pressure

Players need to step up marketing and promotions to raise awareness, broaden the reach and ensure affordability

#### Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

## SUN CARE

### 2024 Developments

Sun care increasingly occupies the minds of manufacturers, retailers and consumers

Retailers play a key role in importing sun care products

Rising awareness of the effects of sun exposure and technological advances pique the interest of young generations

Prospects and Opportunities

Slow development and emergence of sun care in Uganda

Limited but improving distribution

Marketing and promotional support is needed to grow sun care in Uganda

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

## About Euromonitor International

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-uganda/report](https://www.euromonitor.com/beauty-and-personal-care-in-uganda/report).