



Skin Care in Cameroon

July 2024

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Skin Care in Cameroon - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Complex landscape of skin care in Cameroon: Facial cleansers, societal pressures, and premium brand perceptions
Significant seizure of depigmentation products in Cameroon
Robust performance of facial cleansers fuelled by influencer trends, environmental factors, and growing consumer demand

PROSPECTS AND OPPORTUNITIES

Pioneering the promotion of natural Black skin tone in Cameroon
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DISCLAIMER

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