

# Men's Grooming in Cameroon

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increased availability of pre- and post-shave brands for men replace traditional usage of baby powder  
Cameroonian men show growing interest in their appearance thereby boosting sales of men's grooming  
Beiersdorf's Nivea for Men brand line remains a popular choice for many men in Cameroon

#### PROSPECTS AND OPPORTUNITIES

Product adoption remains a challenge, thus an opportunity to introduce a multi-purpose product to lure consumers  
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