

Beauty and personal care market in africa

[Finance](#), [Market](#)



The use of beauty and personal care products has increased worldwide. This is attributed to various economic, social, and cultural changes happening across geographies. Increased income levels and availability of a plethora of brands for each product category have made consumers more conscious about beauty and personal care. In addition, consumers have started to evaluate the effectiveness of the product before making a purchase decision, which provides huge growth potential for international companies that churn out superior-quality products compared with local vendors.

As a result of increased income levels in Africa, quality has assumed increased significance in the market. Covered in this Report This report covers the present scenario and the growth prospects of the Beauty and Personal Care market in Africa for the period 2015-2019. To calculate the market size, the report considers the revenue generated from the sale of beauty and personal care products across different segments.

View our full TCO here Key Regions Africa Key Vendors L'oreal AS Procter & Gamble co. (P) Milliner NV Other Prominent Vendors Farcically Beresford Bookie Est. Lauder Godard Consumer Products House of Tara Suzie Beauty Key Market Driver Beauty and Personal Care Market in Africa By Dispassionateness For a full, detailed list, view our report. Key Market Challenge Non-availability of Personalized Products Key Market Trend Demand for High-quality Products at Affordable Prices

Key Questions Answered in this Report What will the market size be in 2018 and what will the growth rate be? What are the key market trends? What is driving this market? What are the challenges to market growth? Who are the

key vendors in this market space? What are the market opportunities and threats faced by the key vendors? What are the strengths and weaknesses of the key vendors? For more insights, view our Beauty and Personal Care Market in Africa 2015-2019 report.