

Africa Haircare Market 2016 Analysis and Forecast to 2020

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PUNE, INDIA, October 12, 2016 /EINPresswire.com/ -- [Africa Haircare Industry](#)

Analysts forecast the haircare market in Africa to grow at a CAGR of 7.43% during the period 2016-2020. South Africa and Nigeria were the key beauty and personal care markets in Africa in 2015, with other key countries such as Kenya also making their mark. Natural and traditional products have gained a lot of traction in Kenya. To that end, African black soap has gained considerable popularity in the market. The popularity of this product in Kenya and other parts of Africa stems from its ability to clear skin spots and blemishes. Since 2012, consumer interest in herbal products has increased in the region, which has led to the introduction of local brands across the continent; examples include House of Tara in Nigeria (private label), and Forever Clair in Ghana.

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Covered in this report

The report covers the present scenario and the growth prospects of the haircare market in Africa for 2016-2020. To calculate the market size, the report considers the revenue generated from the retail sales of haircare products to individual customers.

The market is divided into the following segments based on geography:

- Kenya
- Nigeria
- South Africa
- Rest of Africa

Haircare Market in Africa 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Amka Products
- Procter & Gamble
- L'Oréal
- Tiger Brands
- Unilever

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Other prominent vendors

- Avon
- Combe
- Conair
- Estée Lauder
- Godrej Consumer Products
- Johnson & Johnson
- Revlon
- Shiseido
- TONI&GUY

Market driver

- Products targeted at specific hair types in Africa
- For a full, detailed list, view our report

Market challenge

- Products targeted at specific hair types in Africa
- For a full, detailed list, view our report

Market trend

- Growing use of online channel by brands
- For a full, detailed list, view our report

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Key questions answered in this report

- What will the market size be in 2020 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?

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