



Beauty and Personal Care in Tanzania

May 2023

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for beauty and personal care?

Market Data

Table 1 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

2022 Developments

Prospects and Opportunities

Category Data

Table 12 - Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 16 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 17 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

BATH AND SHOWER

2022 Developments

Prospects and Opportunities

Category Data

Table 18 - Sales of Bath and Shower by Category: Value 2017-2022

Table 19 - Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 20 - NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 21 - LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 22 - Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 23 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

DEODORANTS

2022 Developments

Prospects and Opportunities

Category Data

Table 24 - Sales of Deodorants by Category: Value 2017-2022

Table 25 - Sales of Deodorants by Category: % Value Growth 2017-2022

Table 26 - NBO Company Shares of Deodorants: % Value 2018-2022

Table 27 - LBN Brand Shares of Deodorants: % Value 2019-2022

Table 28 - Forecast Sales of Deodorants by Category: Value 2022-2027

Table 29 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

HAIR CARE

2022 Developments

Prospects and Opportunities

Category Data

Table 30 - Sales of Hair Care by Category: Value 2017-2022

Table 31 - Sales of Hair Care by Category: % Value Growth 2017-2022

Table 32 - NBO Company Shares of Hair Care: % Value 2018-2022

Table 33 - LBN Brand Shares of Hair Care: % Value 2019-2022

Table 34 - Forecast Sales of Hair Care by Category: Value 2022-2027

Table 35 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

DEPILATORIES

2022 Developments

Prospects and Opportunities

Category Data

Table 36 - Sales of Depilatories by Category: Value 2017-2022

Table 37 - Sales of Depilatories by Category: % Value Growth 2017-2022

Table 38 - NBO Company Shares of Depilatories: % Value 2018-2022

Table 39 - LBN Brand Shares of Depilatories: % Value 2019-2022

Table 40 - Forecast Sales of Depilatories by Category: Value 2022-2027

Table 41 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

ORAL CARE

2022 Developments

Prospects and Opportunities

Category Data

Table 42 - Sales of Oral Care by Category: Value 2017-2022

Table 43 - Sales of Oral Care by Category: % Value Growth 2017-2022

Table 44 - NBO Company Shares of Oral Care: % Value 2018-2022

Table 45 - LBN Brand Shares of Oral Care: % Value 2019-2022

Table 46 - Forecast Sales of Oral Care by Category: Value 2022-2027

Table 47 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

MEN'S GROOMING

2022 Developments

Prospects and Opportunities

Category Data

Table 48 - Sales of Men's Grooming by Category: Value 2017-2022

Table 49 - Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 50 - NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 51 - LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 52 - Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 53 - Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

COLOUR COSMETICS

2022 Developments

Prospects and Opportunities

Category Data

Table 54 - Sales of Colour Cosmetics by Category: Value 2017-2022

Table 55 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 56 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 57 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 58 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 59 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 60 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

FRAGRANCES

2022 Developments

Prospects and Opportunities

Category Data

Table 61 - Sales of Fragrances by Category: Value 2017-2022

Table 62 - Sales of Fragrances by Category: % Value Growth 2017-2022

Table 63 - NBO Company Shares of Fragrances: % Value 2018-2022

Table 64 - LBN Brand Shares of Fragrances: % Value 2019-2022

Table 65 - LBN Brand Shares of Premium Fragrances: % Value 2019-2022

Table 66 - Forecast Sales of Fragrances by Category: Value 2022-2027

Table 67 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

SKIN CARE

2022 Developments

Prospects and Opportunities

Category Data

Table 68 - Sales of Skin Care by Category: Value 2017-2022

Table 69 - Sales of Skin Care by Category: % Value Growth 2017-2022

Table 70 - NBO Company Shares of Skin Care: % Value 2018-2022

Table 71 - LBN Brand Shares of Skin Care: % Value 2019-2022

Table 72 - Forecast Sales of Skin Care by Category: Value 2022-2027

Table 73 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE

2022 Developments

Prospects and Opportunities

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-tanzania/report.