

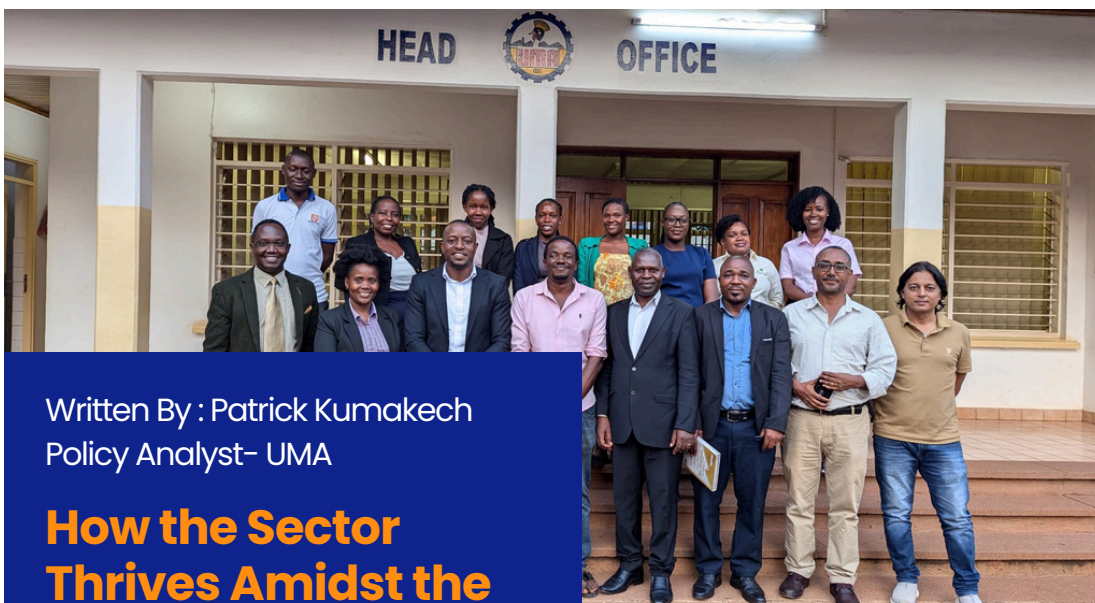
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UGANDA MANUFACTURERS  
ASSOCIATION

## UMA'S BEAUTY AND PERSONAL CARE SECTOR

# POLICY NEWSLETTER



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### **How the Sector Thrives Amidst the Growing Demand from the 47% young population.**

The Beauty and Personal Care Sector is one of the most vibrant and fast-paced growing sectors in the Ugandan economy, with a diverse number of products ranging from body care, skin care, sun care, perfumes, oral care, hair care, makeup, grooming, shampoos, soap and overall personal hygiene products. It is currently exporting to over 10 African Countries with the potential of exporting to more than 20 African countries in the next 5 years given a wide range of products being produced.

Uganda's Beauty and Personal Care industry is experiencing a surge in growth, driven by a young and increasingly affluent population. With a median age of just 16 years and 47% of the population aged 0-14, the country's youthful demographic is fuelling demand for vibrant, trendy, and affordable beauty products.

The sector currently employs over 30,000 Ugandans and is characterized by a mix of local and international brands vying for market share in a competitive business environment. Local companies are gaining traction by emphasizing cultural heritage and natural ingredients, while international brands leverage their established reputations and diverse product offerings.



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### ● Drivers of Growth

Several factors influence consumer preferences in the beauty and personal care sector market, including age, gender differences, income levels, geographic distribution, cultural influences, and consumer awareness.

However, the rise of e-commerce and social media has further transformed the beauty shopping experience, making it easier for consumers to access various products and engage with brands such as Bella Zuri, Livara, Afros and Mo, Labelle, Radiant, Glow, Shea Nut Oil, Meditex, Vexe, Samona, Clere, Vargin products, Med-Gel, Aloe-Ferox and many other international brands directly.

### Current issues



Despite the sector's growth, recently, the sector has been struck with two major regulatory policies which are the Digital Conformity Mark (DCM) and the National Drug and Health Products Regulatory Authority Bill (NDHPRA).

These policies look at streamlining revenue collection as well as transferring the regulatory mandate of the sector from the Uganda National Bureau of Standards to The Uganda National Drugs Authority. This has caused panic among sector players as the policies threaten the marketing, sales, and advertisement of these products and the likely consequences for the products to be treated as drugs, not goods.



**NEWLY ELECTED SECTOR HEAD**



The sector over the years has taken the responsibility of ensuring consumer health is protected with the utmost integrity and consumers have gained confidence in the use of these products without serious reports on the adverse effects of the products. This bill however comes at a time when the economy is set to span growth through the 10-fold growth Agenda looking at growing the economy to over USD 500Bn in the next 15 years which the bill does not observe its implications towards deterring attainment of this National Goal.

### ● Conclusion

As the industry evolves, stakeholders must adapt to being flexible with changing consumer trends and preferences to succeed in this dynamic market amidst stiff regulations and standards by the Government.