



Cosmetics

Resource Guide for Africa and the Middle East

HS2 Code 33: Essential Oils, Perfumery, and Cosmetics

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Summary

This resource guide provides information about the economies and trade in cosmetics for countries in Africa and the Middle East (in alphabetical order). There are 47 countries included in this guide. Each country's profile includes a graph which shows how much the U.S. exported in cosmetics to each country from 2018 to 2023. The data is from the U.S. Department of Commerce International Trade Administration Trade Stats Express database using the harmonized classification code (HS2) 33 which includes essential oils, perfumery, and cosmetics; cosmetics in specific uses HS code 33.04. Data on each country's total cosmetics imports is from the United Nations Comtrade database, data on GDP (gross domestic product) and GNI (gross national income) per capita is from the world bank.

The top five African/Middle Eastern countries that the U.S. exports cosmetics to are the United Arab Emirates, Saudi Arabia, South Africa, Israel, and Nigeria. The biggest market for U.S. cosmetics exports to Africa by far is South Africa (approximately \$56 million in 2023) which accounts for nearly half of all U.S. exports to Africa. The biggest market for U.S. exports overall in Africa is Egypt. If a graph shows no data for certain years, this indicates that there was no measurable trade for that year in cosmetics. Countries that do not have any trade in the cosmetics industry in 2023 include, Benin, Lesotho, Mali, and Zimbabwe.

Saudi Arabia (\$1,108 billion) has the largest gross domestic product (GDP) in the Middle East and Nigeria (\$477 billion) has the largest GDP in Africa. The following countries imported over \$200 million worth of cosmetic goods overall from the world in 2023: the United Arab Emirates (\$1,307 million), South Africa (\$222 million), Saudi Arabia (\$201 million), and Kuwait (\$321 million) making them the largest markets for cosmetics in the region. The countries in the Middle East with the highest gross national income (GNI) per capita are Qatar (\$70,500), Israel (\$54,650), United Arab Emirates (\$48,950) and Saudi Arabia (\$27,590). In Africa, the countries with the highest GNI per capita are, Mauritius (\$10,760), Botswana (\$7,350), South Africa (\$6,780), and Algeria (\$3,900). According to the World Bank in 2023, a low-income country has a GNI per capita of \$1,085 or less, lower-middle income has a GNI per capita from \$1,086 to \$4,255, middle-high income is \$4,256 to \$13,205, and high income is anything more than \$13,205 GNI per capita.

The COVID-19 pandemic in 2020 greatly impacted trade to and from all countries. Some countries were able to recover very quickly, but others did not recover at all. Countries that imported less cosmetics from the United States post COVID (i.e. U.S. exports of cosmetics were lower) include Angola from \$1,639,425 in 2019 to \$411,146 in 2023, South Africa from \$72,086,059 in 2019 to \$56,922,753 in 2023, Senegal from \$1,278,684 in 2019 to \$749,414 in 2023, and Bahrain from \$4,540,301 in 2019 to \$2,543,871 in 2023. Countries where the United States exports of cosmetics were higher post COVID include Cameroon from \$299,482 in 2019 to \$703,971 in 2023, Tanzania from \$1,093,748 in 2019 to \$2,082,226 in 2023, Uganda from \$1,093,748 in 2019 to \$2,082,226 in 2023, and Mauritius from \$820,124 in 2019 to \$1,115,044 in 2023.

Each country's profile also contains information about its intellectual property. Intellectual property protection is critical in Africa. Intellectual property is a private right, and the U.S. government cannot enforce private individuals' rights in any country in Africa. It is the rights holders' responsibility to register, protect, and enforce their rights, retaining their own counsel and advisors. In addition, your U.S. trademark and patent registrations will not protect you in a foreign country. There is also no "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends on the national laws of that country. However, most countries offer copyright protection to foreign works in accordance with international agreements. Companies should therefore consider how to obtain patent and trademark protection before introducing products or services to a new market.

The Special 301 Report is an annual review of the global state of IP protection and enforcement. The U.S. Trade Representative conducts the Special 301 review annually pursuant to Section 182 of the Trade Act of 1974, as amended. USTR's Special 301 report highlights online and physical markets that engage in and facilitate substantial copyright piracy and trademark counterfeiting. The United States Special 301 Watch List, or Notorious Markets List, is a list of foreign countries that fail to provide adequate and effective intellectual property protection and enforcement for U.S. stakeholders. U.S. Trade Representative's Special 301 Report 2021 includes countries where IP enforcement is lacking. Reasons include inadequate or ineffective border enforcement against counterfeit and pirated goods. The two African and Middle Eastern countries on the USTR Special 301 watch list in 2023 are Egypt and Algeria. For more information see: <https://ustr.gov/sites/default/files/2023-04/2023%20Special%20301%20Report.pdf>

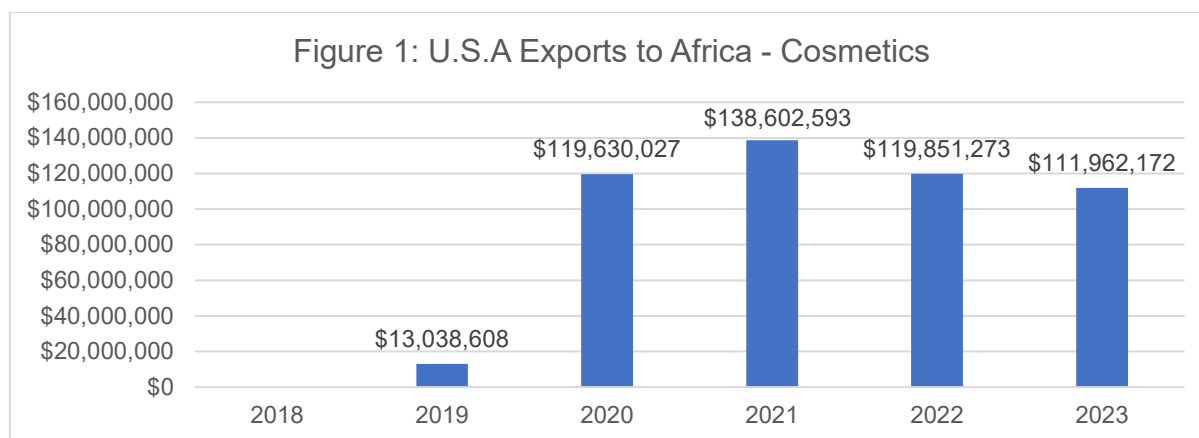


Figure 2: U.S.A Exports to Sub-Saharan Africa - Cosmetics

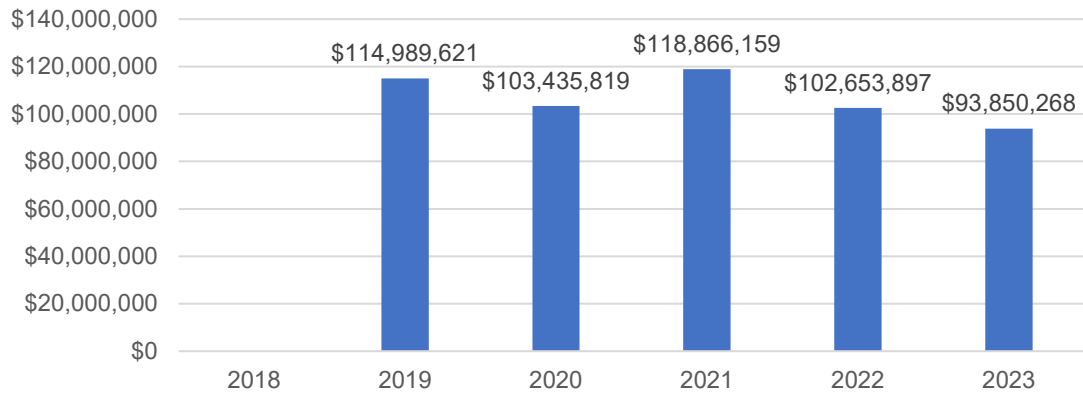


Figure 3: U.S.A Exports to North Africa-Cosmetics

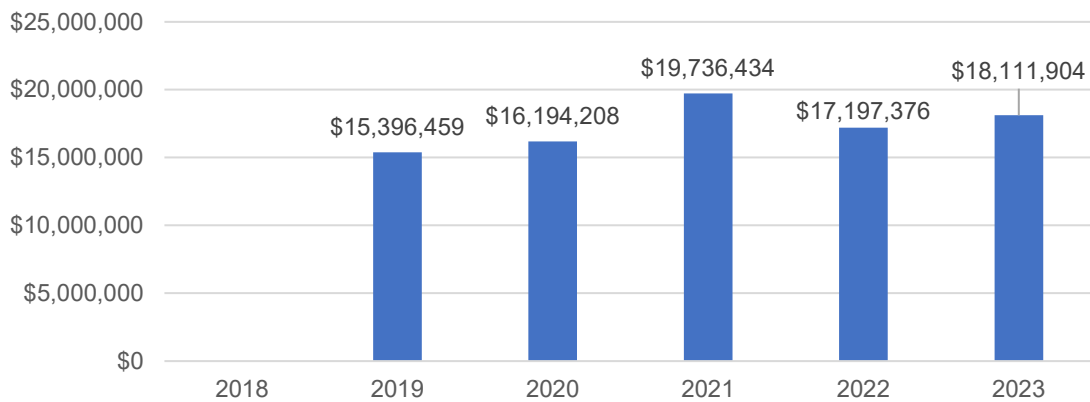
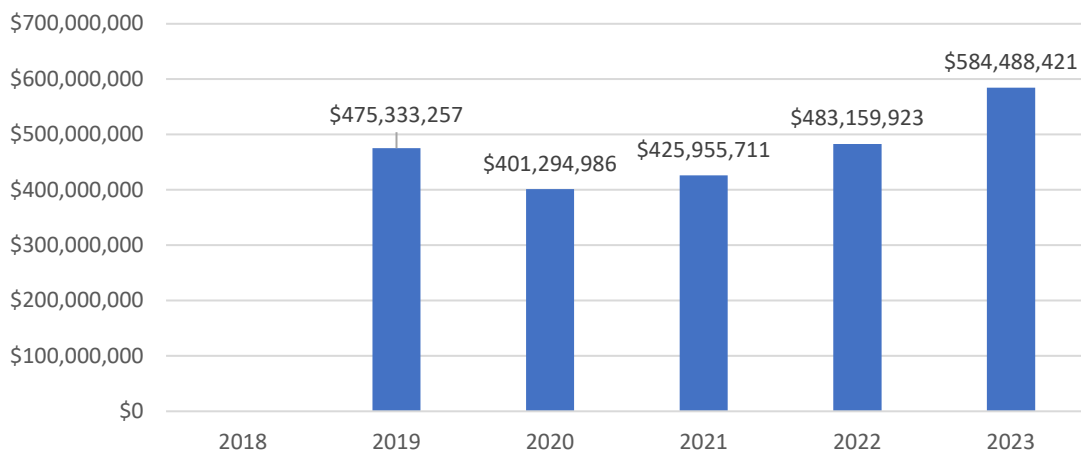


Figure 4: U.S.A Exports to Middle East - Cosmetics



The following countries in Africa are not included here due to lack of a U.S. Commercial Service country commercial guide -

Burundi, Cape Verde, Comoros, Djibouti, Equatorial Guinea, Eritrea, Guinea-Bissau, Mauritania, Niger, Sao Tome and Principe, Seychelles, Somalia, South Sudan, Togo.

For more information on countries not included in this resource guide see :

<https://ustr.gov/countries-regions>

<https://www.cia.gov/the-world-factbook/>

<https://www.afdb.org/en/countries>

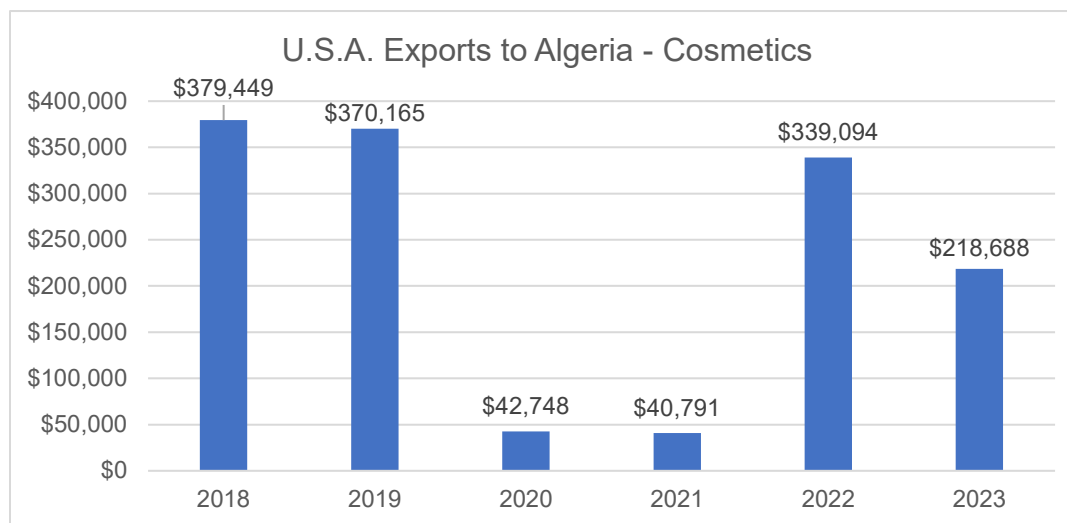
<https://data.worldbank.org/country>



(Flag of Algeria) Algeria:

In 2023, the USA exported \$218,688 of cosmetics to Algeria. By comparison, Algeria imported a total of \$1,552,220 in cosmetics from all countries in 2017 (most recent data) indicating potential market size for American cosmetics companies. Overall, the U.S. exported \$1,214 million worth of goods to Algeria in 2023 and imported \$3,043 million. Algeria gross domestic product (GDP) is \$194,998.45 million and the gross national income (GNI) per capita is \$3,900. With a population of approximately 44 million and a territory roughly 3.5 times the size of Texas, Algeria is a Southern Mediterranean market between the European Union and developing African countries. Algeria has the fourth-largest economy in Africa and is one of the continent's most competitive. Despite the size of Algeria's market, it remains underexplored by American companies except for large multinational corporations and companies working in the energy sector. Algeria has a well-developed distribution system with wholesale and retail outlets. Having an agent or a distributor is not required by Algerian law. However, due to Algeria's customs regulations, customs bureaucracy and complicated documentation requirements, choosing the right distributor and customs broker will facilitate getting U.S. products into the Algerian market.

Intellectual Property Protection: Algeria has recently been added to the Special 301 Watch List in 2023. While the legal framework for intellectual property rights (IPR) in Algeria has improved, the enforcement of IPR laws is still lacking. Compared to the United States, intellectual property is subject to different protections in Algeria. IP rights holders must register and seek enforcement of their rights under local laws, as U.S. trademark and patent registrations are not immediately recognized in Algeria. Registration of patents and trademarks is on a first-in-time, first-in-right basis, so companies should consider applying for trademark and patent protection before selling products or services in Algeria.



For more information see: www.trade.gov/algeria and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/algeria>

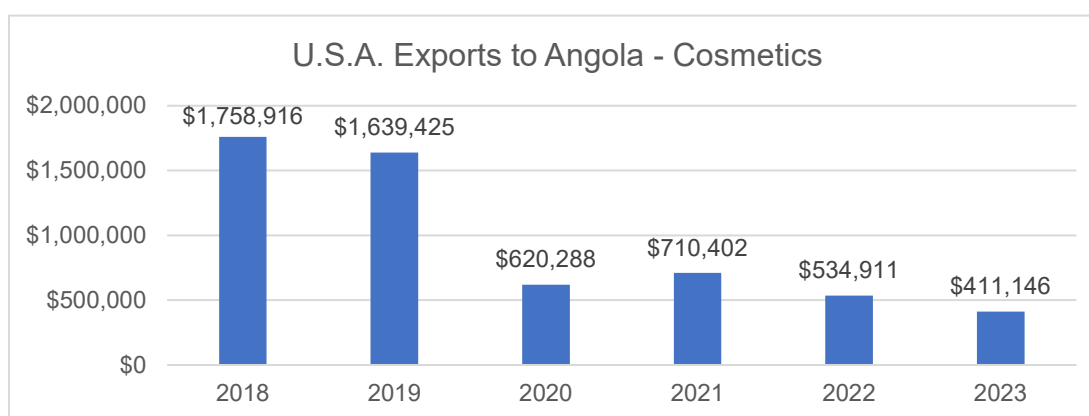


(Flag of Angola) Angola:

In 2023, the USA exported \$411,146 of cosmetics to Angola. By comparison, Angola imported a total of \$13,317,856 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$595 million worth of goods to Angola in 2023 and imported \$1,170 million. Angola's gross domestic product (GDP) is \$106,714 million and the gross national income (GNI) per capita is \$1,900. Angola is a lower middle-income country located in southern Africa and is the sixth largest economy in sub-Saharan Africa. Angola's economic recovery provides several opportunities for investment across various economic sectors deemed as priorities for the Angolan government. Short-term market investments should be considered and U.S. companies planning for medium-term expansion in Africa should consider positioning themselves in Angola with local business partners and with appropriate government ministries. Angola imports most products due to its very low capacity to produce locally. While an effort is underway to build domestic production capacities, it will require many years and depend on international suppliers of key inputs for infrastructure, manufacturing and agricultural development, thus driving demand for imports.

Intellectual Property Protection: Domestic enforcement of Intellectual Property Rights can be difficult due to lack of resources and competing priorities, but the National Authority of Economic Inspection and Food Safety (ANIESA) was able to identify and break up a network of businesses selling counterfeit cosmetic products in early 2021. Authorities traced the source of the products to DRC, highlighting concerns about lack of border measures to intercept counterfeits. The Angolan Government signed an agreement with Portugal in October 2021 to jointly combat counterfeit medicines. In December 2021, ANIESA suspended the operations of three factories for producing counterfeit Havanans-branded sandals. Trademark registration is mandatory to be granted rights over a mark; trademarks are valid for 10 years from the filing date and renewable for further periods of 10 years.



For more information see: www.trade.gov/angola and <https://ustr.gov/countries-regions/africa/southern-africa/angola>

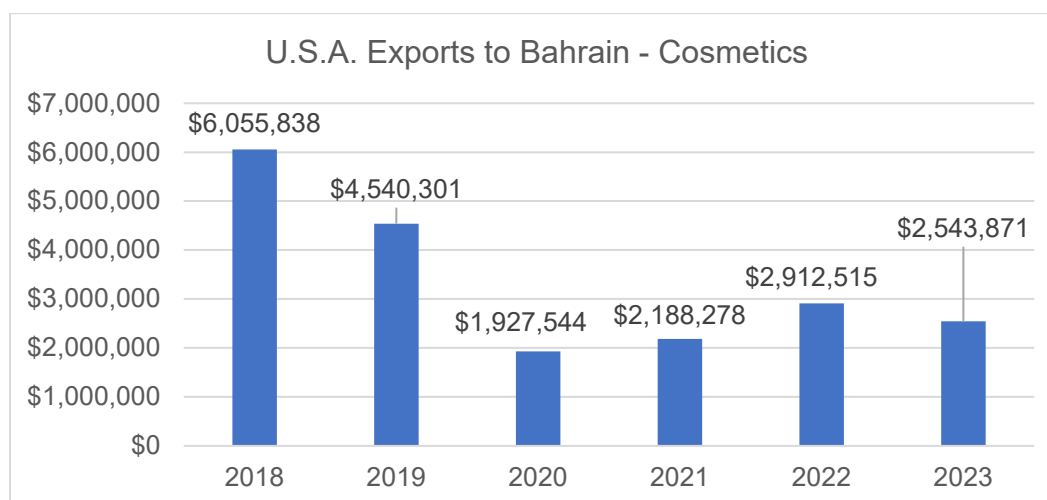


(Flag of Bahrain) Bahrain:

In 2023, the USA exported \$2,543,871 of cosmetics to Bahrain. By comparison, Bahrain imported a total of \$55,961,748 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$1,676 million worth of goods to Bahrain in 2023 and imported \$1,180. Bahrain's gross domestic product (GDP) is \$44,391 million and the gross national income (GNI) per capita is \$27,180. Bahrain is considered one of the most open economies in the Middle East and North Africa (MENA) region. With several free trade agreements, excellent infrastructure, and strong financial institutions, Bahrain is well positioned to provide traders and investors access to regional and international markets. Many U.S. businesses have done well in Bahrain and are dominant in major sectors such as oil and gas, engineering, and information and communications technology (ICT). When it comes to consumer goods, local merchants have largely kept their products off of online platforms, so Bahrain-based customers often purchase goods online from other GCC member states or other markets.

Intellectual Property Protection: The United States has a Free Trade Agreement (FTA) with Bahrain. Under the U.S.-Bahrain FTA, the Bahraini government committed to enforcing world-class intellectual property rights (IPR) protections. There are no specialized IPR courts in Bahrain. However, various administrative and judicial methods protect and enforce rights of intellectual property holders. Intellectual property rights holders may file a petition with the court to stop or prevent infringement.



For more information see: www.trade.gov/bahrain and <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/bahrain>

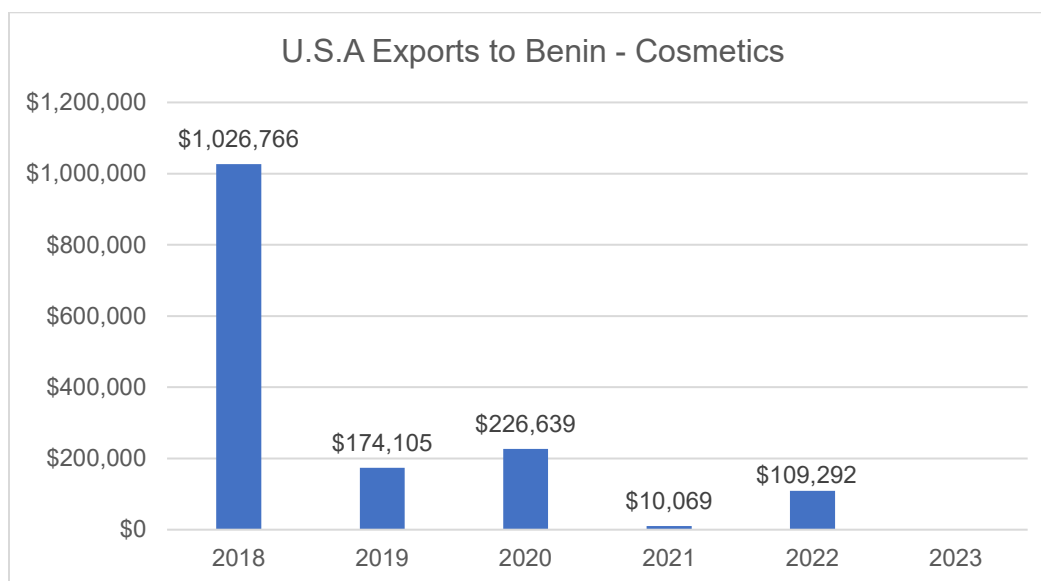


(Flag of Benin) Benin:

In 2022, the USA exported \$109,292 of cosmetic goods to Benin, there is no data for 2023. By comparison, Benin imported a total of \$4,194,556 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$241 million worth of goods to Benin in 2023 and imported \$12 million. Benin's gross domestic product (GDP) is \$17,402 million and the gross national income (GNI) per capita is \$1,400. While Benin's domestic market remains small, the Port of Cotonou allows it to be a re-exporting country to landlocked neighbors, reaching markets with an estimated 255 million consumers. Imports entering Benin through the Port of Cotonou reach over 100 million consumers in neighboring landlocked countries including Burkina Faso, Mali, Niger, and Chad, as well as 155 million in Nigeria. U.S. companies have notable opportunities for export of electronic products, cosmetics, poultry, toiletries, telecommunications equipment, electrical power systems, transportation equipment, cotton industry equipment, cereals, meat and poultry, agricultural machinery, dredging machinery, vehicles, and construction equipment.

Intellectual Property Protection: The 2005 Law on Copyright and Related Rights regulates intellectual property rights. Benin is a member of the World Intellectual Property Organization (WIPO) and has acceded to WIPO treaties and conventions on copyrights and intellectual property protection. However, enforcement of intellectual property rights in Benin is constrained by the government's limited capacity.



For more information see: <https://www.trade.gov/country-commercial-guides/benin-market-overview> and <https://ustr.gov/countries-regions/africa/west-africa/benin>

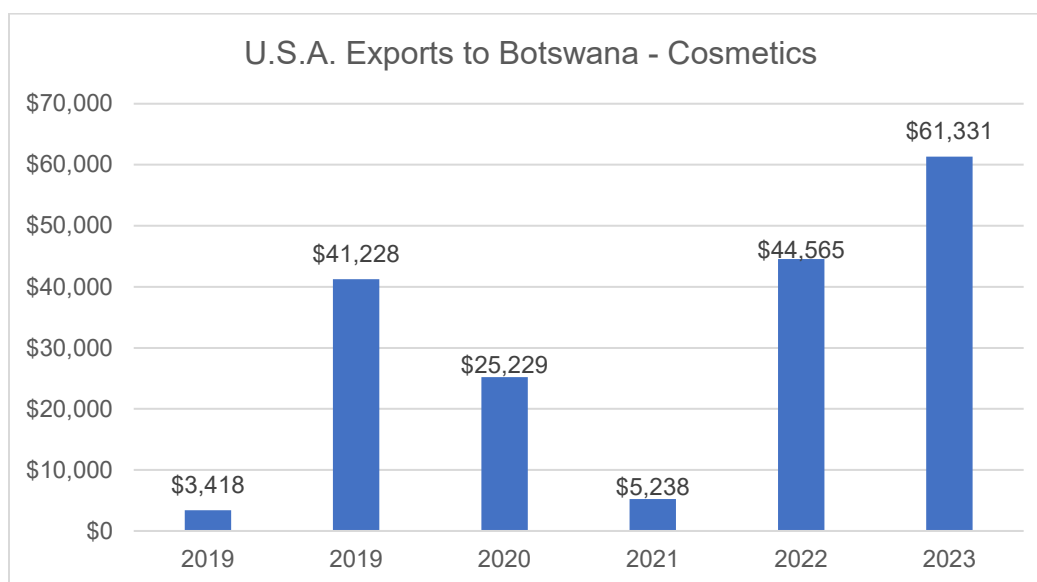
Commercial Specialist: Ambrose Thomas (in Nigeria), Ambrose.Thomas@trade.gov

(Flag of Botswana) **Botswana:**

In 2023, the USA exported \$61,331 of cosmetics to Botswana. By comparison, Botswana imported a total of \$31,138,309 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$68 million worth of goods to Botswana in 2023 and imported \$490. Botswana's gross domestic product (GDP) is \$20,352 million and the gross national income (GNI) per capita is \$7,350. Despite Botswana's small population of 2.36 million people, the country has vast potential to leverage its uniquely stable economic and political conditions to position itself as a gateway to the 277 million people in the southern African market. The major U.S. export opportunities for Botswana are mining equipment, hospital/medical equipment and supplies, aircraft equipment, pharmaceuticals, telecommunications equipment and services, computer hardware and software, energy equipment, and financial and consulting services.

Protecting Intellectual Property: Intellectual property rights must be registered and enforced in Botswana under local laws. Granting patents registrations are generally based on a first-to-file. Similarly, registering trademarks is based on a first-to-file, so you should consider how to obtain patent and trademark protection before introducing your products or services to the Botswana market.



For more information see: www.trade.gov/botswana and <https://ustr.gov/countries-regions/africa/southern-africa/botswana>

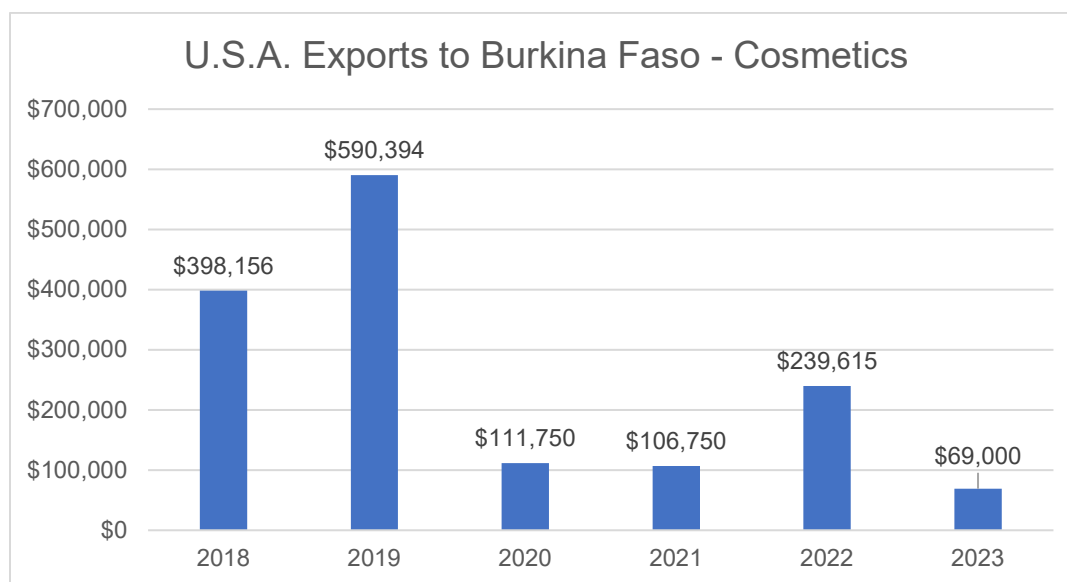


(Flag of Burkina Faso) Burkina Faso

In 2023, the USA exported \$69,000 of cosmetics to Burkina Faso. By comparison, Burkina Faso imported a total of \$4,183,252 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$46 million worth of goods to Burkina Faso in 2023 and imported \$4 million. Burkina Faso's gross domestic product (GDP) is \$18,885 million and the gross national income (GNI) per capita is \$840. The top U.S. import category was agricultural products (cotton and cashew). The top U.S. export categories were gas, petroleum, and petroleum products (26%), bulldozers (7.3%), trucks (3.5%), rice (3.5%), machinery parts (3.4%), etc. Burkina Faso is listed as the 151st best place to business in the 2020 World Bank "Doing Business" report, based upon the country's political, economic, and legal institutions, and the relative efficiency of its regulatory processes.

Protecting Intellectual Property: Legal protection exists for intellectual property, patents, copyrights, trademarks, trade secrets, and semiconductor chip design. Burkina Faso belongs to the African Intellectual Property Organization (OAPI) and the World Intellectual Property Organization (WIPO), which provides access to a registration system for trademarks, patents, and industrial designs. Patents are valid in member countries for 20 years, with licensing possible three years after issuance of the patent. Trademarks are valid for 20 years and are renewable. In Burkina Faso, the national investment code guarantees foreign investors the same rights and protection as local enterprises for trademarks, patent rights, labels, copyrights, and licenses.



For more information see: <https://www.trade.gov/country-commercial-guides/burkina-faso-market-overview> and <https://ustr.gov/countries-regions/africa/west-africa/burkina-faso>

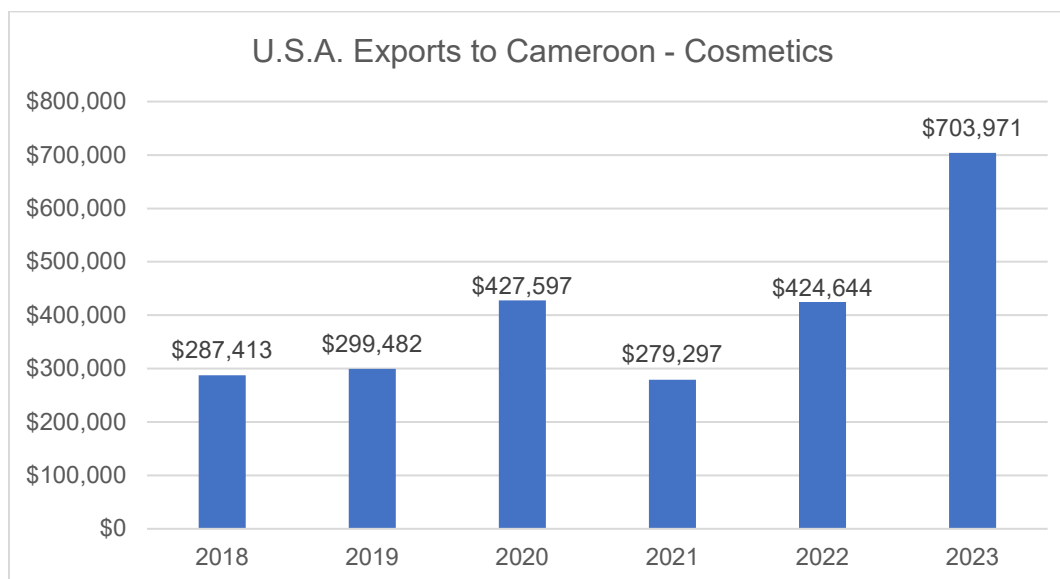


(Flag of Cameroon) Cameroon:

In 2023, the USA exported \$703,971 of cosmetics to Cameroon. By comparison, Cameroon imported a total of \$6,189,490 in cosmetics from all countries in 2021 (most recent data) indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$215 million worth of goods to Cameroon in 2023 and imported \$128 million. Cameroon's gross domestic product (GDP) is \$44,342 million and the gross national income (GNI) per capita is \$1,660. Cameroon has experienced steady, but slow growth over the last 20 years. Cameroon's top imports are crude petroleum, scrap vessels, rice, special purpose ships and packaged medicines. On the consumer side, a growing middle class, mostly concentrated in Yaoundé and Douala, has a taste for Western products. Though the market is flush with French and other European brands, space for U.S. products exists, as Cameroonians associate American products with quality and dependability.

Protecting Intellectual Property: Cameroon is not listed on the 2020 Special 301 Report of the U.S. Trade Representative.



For more information see: <https://www.trade.gov/country-commercial-guides/cameroon-market-overview> and <https://ustr.gov/countries-regions/africa/cameroon>

Commercial Specialist: Chamberlain Eke (in Nigeria), Chamberlain.Eke@trade.gov

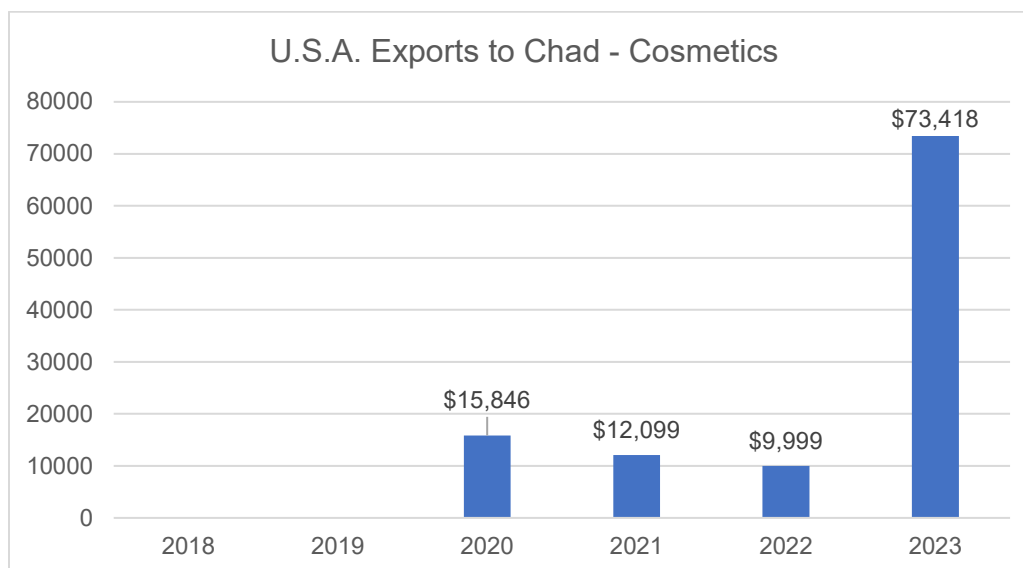


(Flag of Chad) Chad:

In 2023, the USA exported \$73,418 of cosmetics to Chad. There is no data available on Chad's total imports of cosmetics.

Overall, the U.S. exported \$32 million worth of goods to Chad in 2023 and imported \$84 million. Chad's gross domestic product (GDP) is \$12,704 million and the gross national income (GNI) per capita is \$690. The top five U.S. exports to Chad by value – electrical machinery, tanning or dyeing extracts, vehicles, edible preparations, and chemical products – accounted for 76.6 percent of total exports to Chad. U.S. companies should consider exporting to Chad due to a strong appreciation for the quality of U.S. goods and services, an undersaturated market, and a young and growing population, and first-mover potential in many sectors.

Protecting Intellectual Property: Chad is a member of the African Intellectual Property Organization (OAPI) and the World Intellectual Property Organization (WIPO). Chad ratified the revised Bangui Agreement (1999) in 2000 and the Berne Convention in 1971. Within the ministry responsible for trade, the Department of Industrial Property and Technology addresses intellectual property rights (IPR) issues. Intellectual property violations are widespread. Despite limited resources, Chadian customs officials make occasional efforts to enforce copyright laws, normally by seizing and burning counterfeit medicines, CDs, and mobile phones, though the government does not regularly track or report on seizures of counterfeit goods or on prosecution of IPR violations.



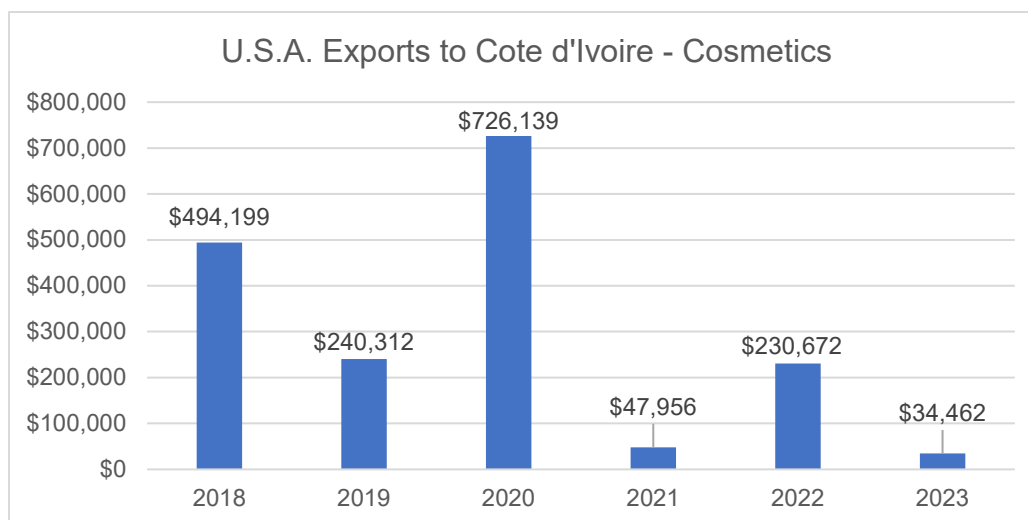
For more information see: <https://www.trade.gov/country-commercial-guides/chad-market-overview> and <https://ustr.gov/countries-regions/africa/central-africa/chad>



In 2023, the USA exported \$34,462 of cosmetics to Cote d'Ivoire. By comparison, Cote d'Ivoire imported a total of \$7,971,600 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$545 million worth of goods to Cote d'Ivoire in 2023 and imported \$948 million. Cote d'Ivoire's gross domestic product (GDP) is \$70,019 million and the gross national income (GNI) per capita is \$2,620. Characterized as one of the most stable economies in West Africa according to the World Bank 2021 country report, Côte d'Ivoire is a gateway into the West African market. The country has a growing middle class and rising standard of living. The growing middle class mostly buys from professional eCommerce websites while the largest part of the population buys from social media, like Facebook, and other social media applications. According to the eCommerce companies' association, the eCommerce sector is dominated by informal sellers on social media using mobile internet, which accounts for about 75 percent of the market.

Protecting Intellectual Property: Côte d'Ivoire does offer copyright protection to foreign works in accordance with international agreements to which it is a signatory. Côte d'Ivoire is a member of the World Intellectual Property Organization (WIPO) and a signatory to the Paris Convention for the Protection of Intellectual Property, the Trademark Law Treaty, and the Patent Cooperation Treaty. The Ivorian Intellectual Property Protection Office (Office Ivoirien de la Propriété Intellectuelle, OIPI) receives and examines applications for Industrial Property certificate, similar to patent protection, and transmits them to the African Regional Intellectual Property Organization (ARIPO). Depending on the type of IP, OIPI registers patents on a first-to-file or first-to-invent basis. This approach is also the case for registering trademarks.



For more information see: <https://www.trade.gov/country-commercial-guides/cote-divoire-market-overview?section-nav=15217> and <https://ustr.gov/countries-regions/africa/west-africa/cote-divoire>

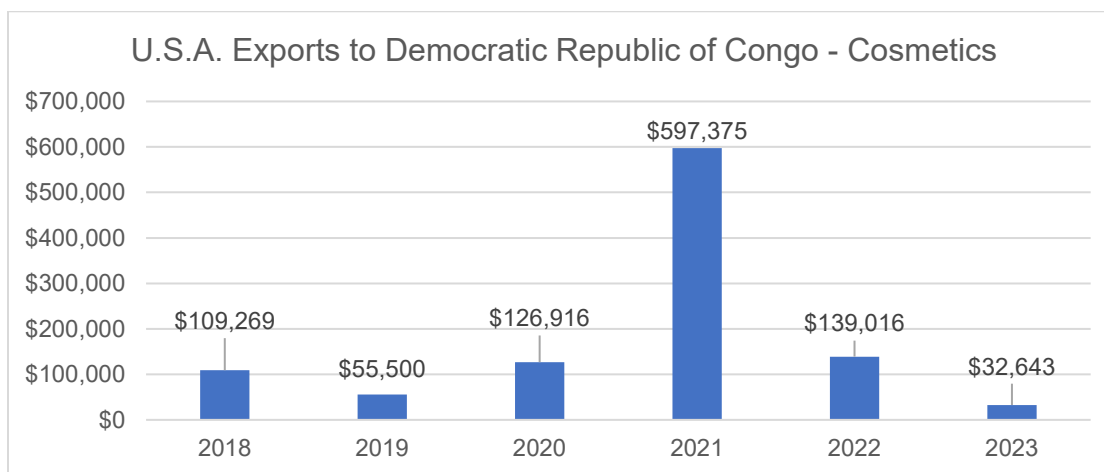


(Flag of DRC) Democratic Republic of the Congo (DRC):

In 2023, the USA exported \$32,643 of cosmetics to Democratic Republic of Congo (DRC). By comparison, DRC imported a total of \$1,735,955 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$200 million worth of goods to DRC in 2023 and imported \$275 million. DRC's gross domestic product (GDP) is \$58,066 million and the gross national income (GNI) per capita is \$2,060. Located in Central Africa, the Democratic Republic of Congo (DRC) is the largest country in sub-Saharan Africa. DRC is the fourth most populous country in Africa with a small but growing middle class; The Congolese have a high opinion of U.S. products and services, especially in terms of value for money; The DRC is undertaking multi-million-dollar programs to rehabilitate various sectors, including agriculture, energy, construction, basic infrastructure, and transportation; The DRC's shift toward the United States and away from China has led to an increase in international development funding and contracting opportunities. Exporting to the DRC can offer high profit margins because the market is not yet saturated with competition.

Protecting Intellectual Property: The DRC's intellectual property laws date from the 1980s and remain in force. However, enforcement is weak, and IPR theft is common. The country is a signatory to several relevant agreements with international organizations such as the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO) and is subject to the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). Despite being officially party to several international agreements that set minimum standards for IP, enforcement is lax due to low capacity and a lack of awareness among consumers and businesses. The government does not keep a record of IPR violations.



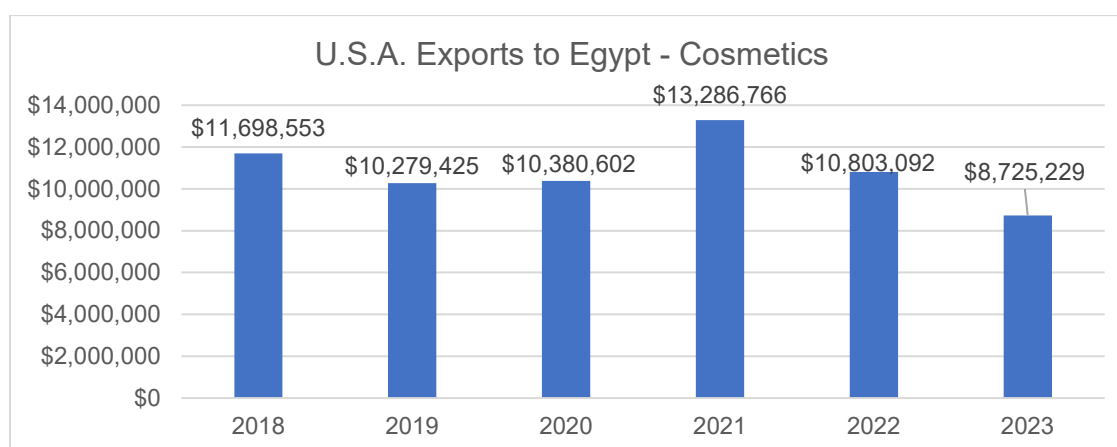
For more information see: <https://www.trade.gov/country-commercial-guides/democratic-republic-congo-market-overview> and <https://ustr.gov/countries-regions/africa/central-africa/democratic-republic-congo>

(Flag of Egypt) **Egypt:**

In 2023, the USA exported \$8,725,229 of cosmetics to Egypt. By comparison, Egypt imported a total of \$38,649,931 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$4,487 million worth of goods to Egypt in 2023 and imported \$2,391 million. Egypt's gross domestic product (GDP) is \$474,748 million and the gross national income (GNI) per capita is \$4,100. Egypt is an important strategic partner of the United States, the U.S.'s 41st largest goods export market in the world, the top export market for U.S. goods and services in Africa, and the fourth largest export market for goods and services in the Middle East. Egypt's population of over 103 million and Gross Domestic Product (GDP) of over \$400 billion offer solid opportunities for U.S. firms in the medium-to-long term. Many retailers of consumer goods tend to import their own supplies directly rather than pay high markups to wholesalers. Many Egyptians prefer getting quotes directly from the overseas supplier rather than from the local agent on the theory that the price will be better. U.S. companies should be sensitive to the role and presumed cost of their Egyptian agents.

Protecting Intellectual Property: Egypt remains on the Special 301 Watch List in 2023. Stakeholders note continued challenges with widespread counterfeiting, opaque patent and trademark examination criteria, and the lack of an effective mechanism for the early resolution of potential patent disputes. In 2020 and 2021, Egypt shut down a few online illegal streaming websites. Eight ministries have the responsibility to oversee IPR concerns: Supply and Internal Trade for trademarks; Higher Education and Research for patents; Culture for copyrights; Agriculture for plants; Communications and Information Technology for copyright of computer programs; Interior for combatting IPR violations; Customs for border enforcement; and Trade and Industry for standards and technical regulations.



For more information see: www.trade.gov/egypt and <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/egypt>

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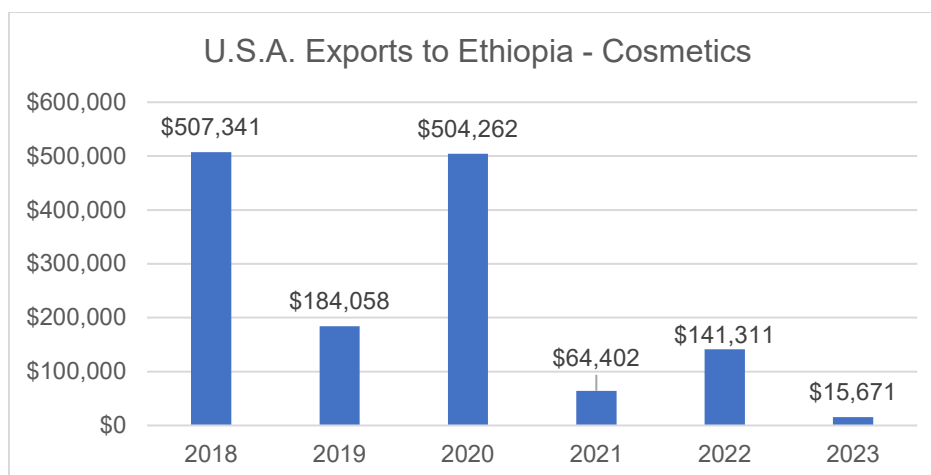


(Flag of Ethiopia) Ethiopia:

In 2023, the USA exported \$15,671 of cosmetic to Ethiopia. By comparison, Ethiopia imported a total of \$7,797,028 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$1,211 million worth of goods to Ethiopia in 2023 and imported \$491 million. Ethiopia's gross domestic product (GDP) is \$126,783 million and the gross national income (GNI) per capita is \$1,020. Ethiopia has a large domestic market with a total population of about 110 million people (2020), making it the second most populous country in Africa after Nigeria. According to the National Bank of Ethiopia annual report, 27.2% of total import spending (\$3.9 billion) was on capital goods and 38.3% (\$5.4billion) on consumer goods. The United Nations Economic Commission for Africa also offers unique business opportunities with \$200 million in contracts awarded annually.

Protecting Intellectual Property: The Ethiopian Intellectual Property Office (EIPO) oversees Intellectual Property Rights (IPR) issues. Ethiopia has not signed several major IPR treaties, such as the Paris Convention for the Protection of Industrial Property, the World Intellectual Property Organization (WIPO) copyright treaty, the Berne Convention for Literary and Artistic Works, the Madrid System for the International Registration of Marks, and the Patent Cooperation Treaty. The government has expressed its intention to accede to the Paris Convention, Marrakesh Protocol and Madrid Protocol. EIPO has been tasked primarily to protect Ethiopian patent rights and copyrighted materials, and to fight pirated software. Generally, EIPO is weak in terms of staff and budget, and does not have law enforcement authority. Abuse of U.S. trademarks is rampant, particularly in the hospitality and retail sectors. The government does not publicly track counterfeit goods seizures, and no estimates are available. Ethiopia is not listed in USTR's Special 301 report and notorious market report.



For more information see: www.trade.gov/ethiopia and <https://ustr.gov/countries-regions/africa/east-africa/ethiopia>

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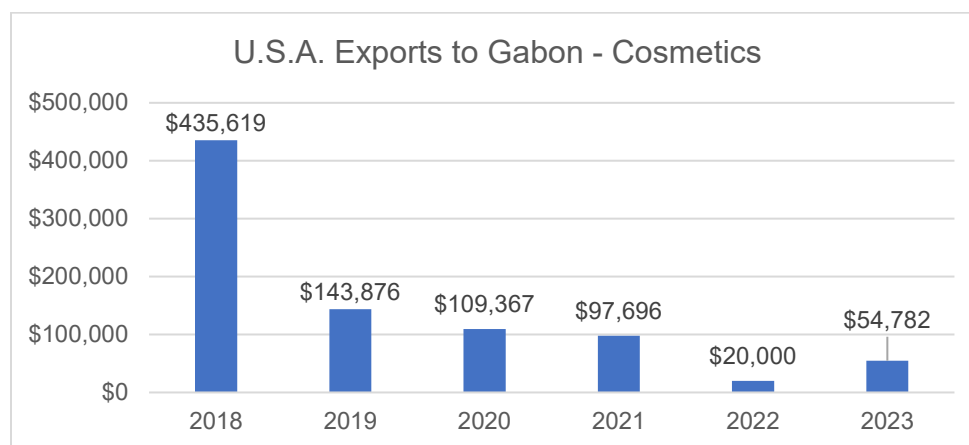


(Flag of Gabon) Gabon:

In 2023, the USA exported \$54,782 of cosmetics to Gabon. By comparison, Gabon imported a total of \$1,101,298 in cosmetics from all countries in 2021 (most recent data) indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$180 million worth of goods to Gabon in 2023 and imported \$80 million. Gabon's gross domestic product (GDP) is \$21,072 million and the gross national income (GNI) per capita is \$7,540. There is a very small U.S. business community in Gabon, concentrated in the oil, infrastructure, telecommunications, and accounting sectors, which led to the creation of the American Business Association of Gabon (ABAG) in 2012. However, ABAG activities declined dramatically as a result of the COVID-19 pandemic. Gabon's per capita income is one of the highest in sub-Saharan Africa. While Gabon is considered an upper middle-income country, income inequality remains high.

Protecting Intellectual Property: The Ministry of Commerce is responsible for patents and copyrights in Gabon. Gabon is a member of the African Intellectual Property Office (OAPI), based in Yaoundé, Cameroon. As a member of OAPI, Gabon acceded to international agreements on patents and intellectual property, including the Paris Convention, the Berne Convention, and the Convention Establishing the World Intellectual Property Organization. Granting patents is based on a first-to-file, first-in-right basis. Similarly, registering trademarks is based on a first-to-file, first-in-right basis. U.S. companies should obtain patent and trademark protection before introducing your products or services to the Gabon market.



For more information see: <https://www.trade.gov/country-commercial-guides/gabon-market-overview> and <https://ustr.gov/countries-regions/africa/central-africa/gabon>

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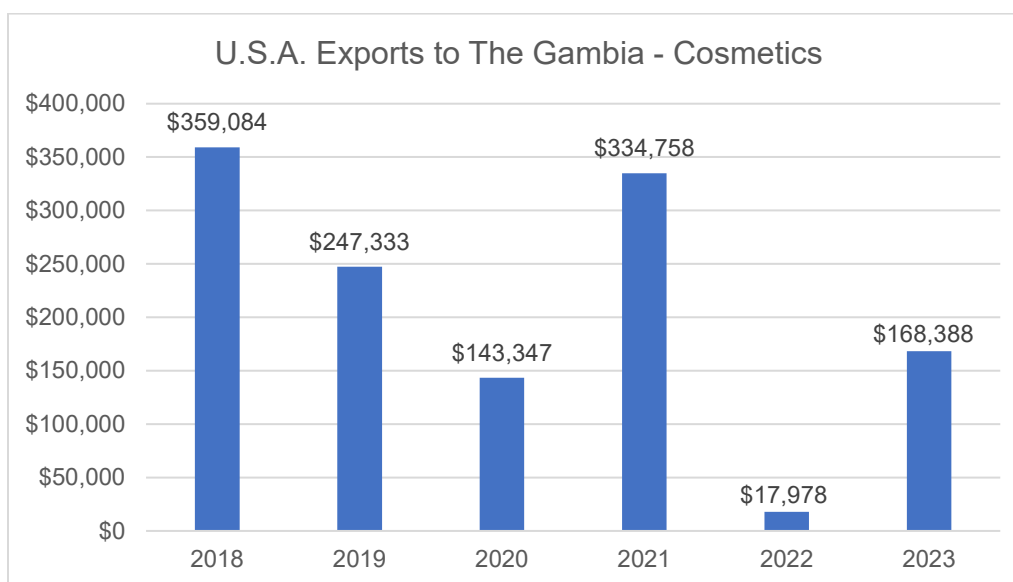


(Flag of The Gambia) The Gambia:

In 2023, the USA exported \$168,388 of cosmetics to Gambia. By comparison, Gambia imported a total of \$1,101,298 in cosmetics from all countries in 2021 (most recent data) indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$70 million worth of goods to Gambia in 2023 and imported \$2 million. Gambia's gross domestic product (GDP) is \$2,273 million and the gross national income (GNI) per capita is \$810. As a nascent democracy prioritizing the private sector as the engine of economic growth, the Gambia offers expanding trade and investment prospects for U.S. firms aiming to serve the West African regional market. The transition from autocratic to a democratic rule is generating new wealth in the country and creating new customers for American products. While most of the manufactured products are sourced from China and India, an increasing demand for quality materials and equipment provide market opportunities for countries producing better quality materials.

Protecting Intellectual Property: The Industrial Property Office registers the following industrial property rights: patent utility model; trademark; collective marks; industrial designs. Intellectual property rights can only be protected through registration, which is based on first to file. To register, the appropriate forms and fees must be submitted to the Industrial Property Office. The office also offers guidance to unrepresented clients. The Gambia is a member state of African Regional Intellectual Property Organization and the World Intellectual Property Organization.



For more information see: www.trade.gov/gambia and <https://ustr.gov/countries-regions/africa/west-africa/gambia>

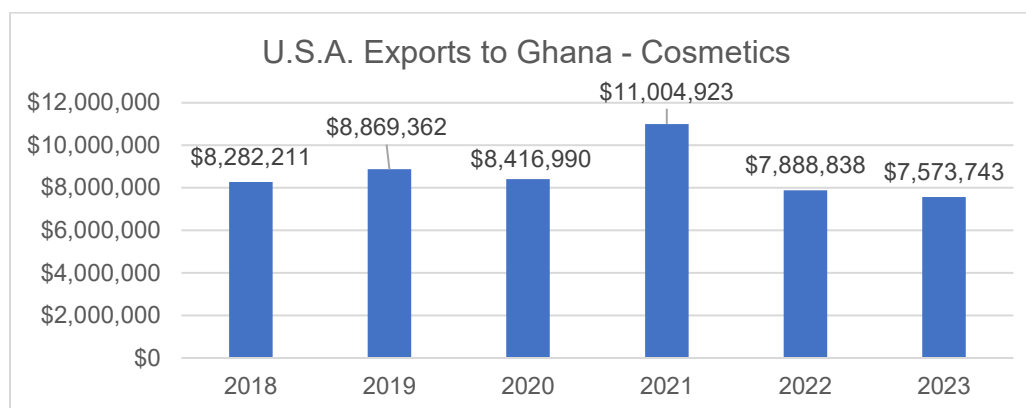


(Flag of Ghana) Ghana:

In 2023, the USA exported \$7,573,743 of cosmetics to Ghana. By comparison, Ghana imported a total of \$9,230,971 in cosmetics from all countries in 2019 (most recent data) indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$851 million worth of goods to Ghana in 2023 and imported \$1,672 million. Ghana's gross domestic product (GDP) is \$72,839 million and the gross national income (GNI) per capita is \$2,350. A growing urban population and rising disposable incomes drive increased sales of beauty and personal care products in Ghana. Changing attitudes towards personal grooming, and exposure to global style and fashion trends - thanks to widening internet access – also increase sales. Most Ghanaian suppliers of cosmetics and personal care products engage in both wholesale and retail activities. Many retailers purchase varying quantities of a range of brands and resell them in their various local retail outlets or shops. The cosmetics and personal care sector in Ghana is competitive and profitable. Generally, producers of cosmetics in Ghana are growing. However, most demand is for imported foreign products, with the most popular products being imported from Europe, Côte d'Ivoire, Nigeria and Togo.

Protecting Intellectual Property: The main intellectual property laws in Ghana are the Copyright Act, 2005 (Act 690); the Patents Act, 2003 (Act 657); the Trademarks Act, 2004 (Act 664); the Industrial Designs Act, 2003 (Act 660); and the Protection Against Unfair Competition Act, 2000 (Act 589). The Government of Ghana launched a National Intellectual Property Policy and Strategy in January 2016, which aimed to strengthen the legal framework for protection, administration, and enforcement of IPR and promote innovation and awareness, although progress on implementation stalled. The few trademark, patent, and copyright infringement cases that U.S. companies have filed in Ghana, however, have reportedly moved through the legal system slowly. Projects and sales in Ghana require constant attention. Work with legal counsel familiar with Ghana's laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.



For more information see: www.trade.gov/ghana and <https://ustr.gov/countries-regions/africa/west-africa/ghana>

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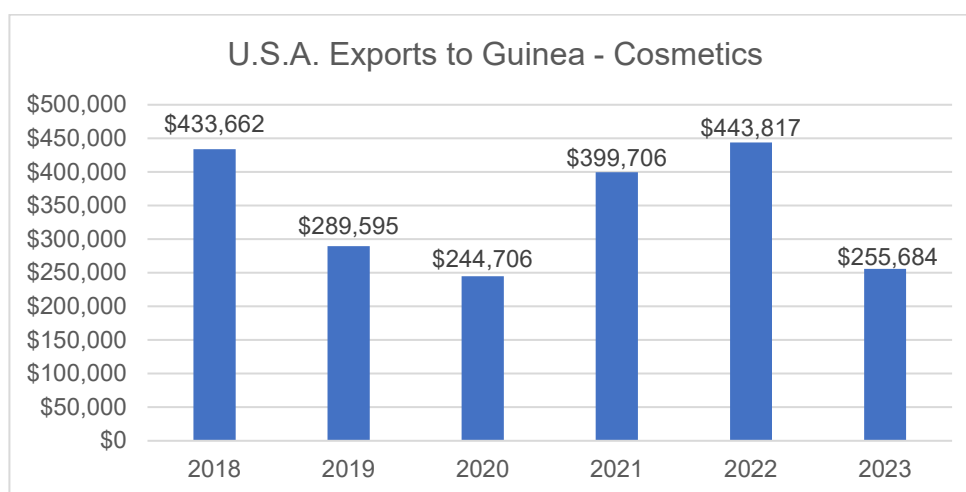


(Flag of Guinea) Guinea:

In 2023, the USA exported \$255,684 of cosmetics to Guinea. By comparison, Guinea imported a total of \$2,528 in cosmetics from all countries in 2019 (most recent data) indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$183 million worth of goods to Guinea in 2023 and imported \$13 million. Guinea's gross domestic product (GDP) is \$21,228 million and the gross national income (GNI) per capita is \$1,180. The return of political stability and the inauguration of a democratically elected president in 2010 facilitated an era of optimism and international investment in Guinea. Guinean consumers generally prefer goods and services from the United States and Europe. However, the high cost of U.S. products compared to cheaper imports from the Middle East and Asia inhibits their wide-scale purchase. Appropriate pricing is important and low-cost items are generally more successful in Guinea.

Protecting Intellectual Property: Guinea is a member of the African Intellectual Property Organization (OAPI) and the World Intellectual Property Organization (WIPO). OAPI is a signatory to the Paris Convention for the Protection of Industrial Property, the Berne Convention for the Protection of Literary and Artistic Works, the Patent Cooperation Treaty, the World Trade Organization (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), and several other intellectual property treaties. Guinea modified its intellectual property rights (IPR) laws in 2000 to bring them into line with established international standards. There have been no formal complaints filed on behalf of American companies concerning IPR infringement in Guinea. However, it is not certain that an affirmative IPR judgment would be enforceable, given the general lack of law enforcement capability.



For more information see: <https://www.trade.gov/country-commercial-guides/guinea-market-overview> and <https://ustr.gov/countries-regions/africa/west-africa/guinea>

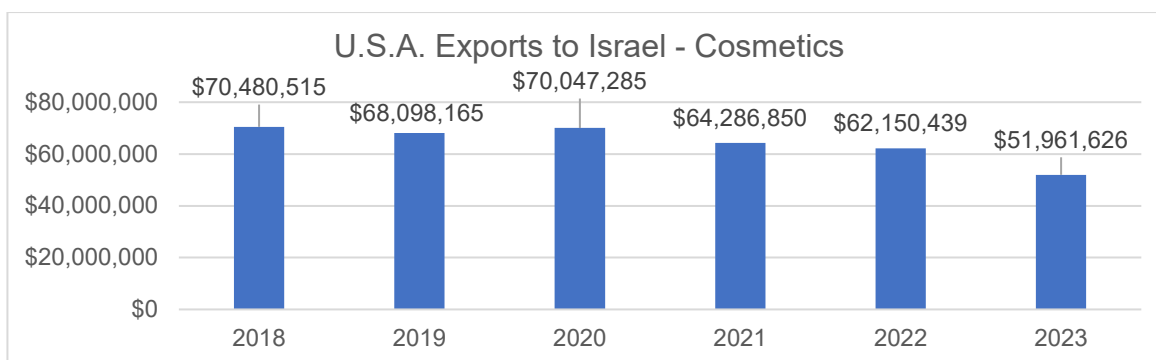


(Flag of Israel) **Israel:**

In 2023, the USA exported \$51,961,626 of cosmetic goods to Israel. By comparison, Israel imported a total of \$175,295,000 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$14,034 million worth of goods to Israel in 2023 and imported \$20,820 million. Israel's gross domestic product (GDP) is \$522,023 million and the gross national income (GNI) per capita is \$54,650. In November 2021, the Israeli government approved a series of economic reforms under the Arrangements Bill. One of the pivotal changes made under the import reform is the adoption of the European cosmetics regulation; prior to the reform, imported cosmetics products had to be tested by The Standards Institution of Israel and registered at the Israeli Ministry of Health – a lengthy and costly process. In accordance with the import reform, cosmetic goods that comply with EU regulations are permitted to be imported in Israel with no additional testing. According to a report by Statica, e-commerce revenue is expected to reach \$7.6 billion and rise to \$12 billion by 2027, with a compound annual growth rate of 12%. This presents a significant opportunity for U.S. companies looking to expand their reach into the Israeli markets. The large spending power of Israeli consumers is another benefit. Israel has one of the highest per capita income levels in the region, which means that consumers have more disposable income to spend on goods and services.

Protecting Intellectual Property: The Intellectual Property Law Division and the Israel Patent Office (ILPO), both within the Ministry of Justice, are the principal government authorities overseeing the legal protection and enforcement of intellectual property rights (IPR) in Israel. In recent years, Israel revised its IPR legal framework several times to comply with newly signed international treaties. Israel was removed from the U.S. Trade Representative's Special 301 Report Watch List in 2014. Nevertheless, the United States remains concerned with the limitations of Israel's copyright legislation, particularly related to digital copyright matters, and with Israel's interpretation of its commitment to protect data derived from pharmaceutical testing conducted in anticipation of the future marketing of biological products, also known as biologics.



For more information see: www.trade.gov/israel and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/israel>

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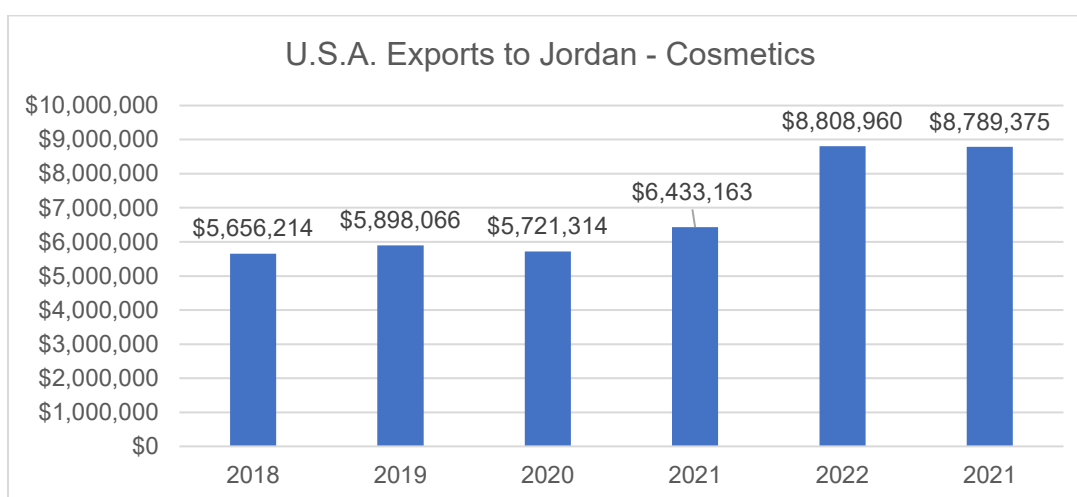


(Flag of Jordan) Jordan:

In 2023, the USA exported \$8,789,375 of cosmetics to Jordan. By comparison, Jordan imported a total of \$80,804,242 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$1,532 million worth of goods to Jordan in 2023 and imported \$2,915 million. Jordan's gross domestic product (GDP) is \$47,452 million and the gross national income (GNI) per capita is \$4,260. Jordan offers opportunities to U.S. companies in sectors ranging from engineering/construction, defense and security, medical equipment, ICT, environmental technologies, and consumer goods. Jordan is largely reliant on imports across a range of industry sectors, creating opportunities for U.S. exporters. The bilateral relationship between the United States and Jordan spans more than 70 years. The U.S.-Jordan Free Trade Agreement (FTA) enables nearly all U.S. exports to enter Jordan duty-free. U.S. goods, services, and technologies are well-regarded for superior quality and performance.

Protecting Intellectual Property: Jordan has passed several laws in compliance with international commitments to the protection of intellectual property rights (IPR). Laws consistent with Trade Related Aspects of Intellectual Property Rights (TRIPS) now protect trade secrets, plant varieties, and semiconductor chip designs. The Ministry of Culture's National Library Department is responsible for registering copyrights, and patents are registered with the Registrar of Patents and Trademarks at the Ministry of Industry, Trade and Supply. Jordan is a signatory to the Patent Cooperation Treaty and the Madrid Protocol, and amended its patent and trademark laws in 2007 to enable ratification of the agreements. Jordan is a signatory to World Intellectual Property Organization treaties on both copyrights and on performances and phonographs. Jordan's record on IPR enforcement has improved in recent years, but more effective enforcement mechanisms and legal procedures are still needed.



For more information see: www.trade.gov/jordan and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/jordan>

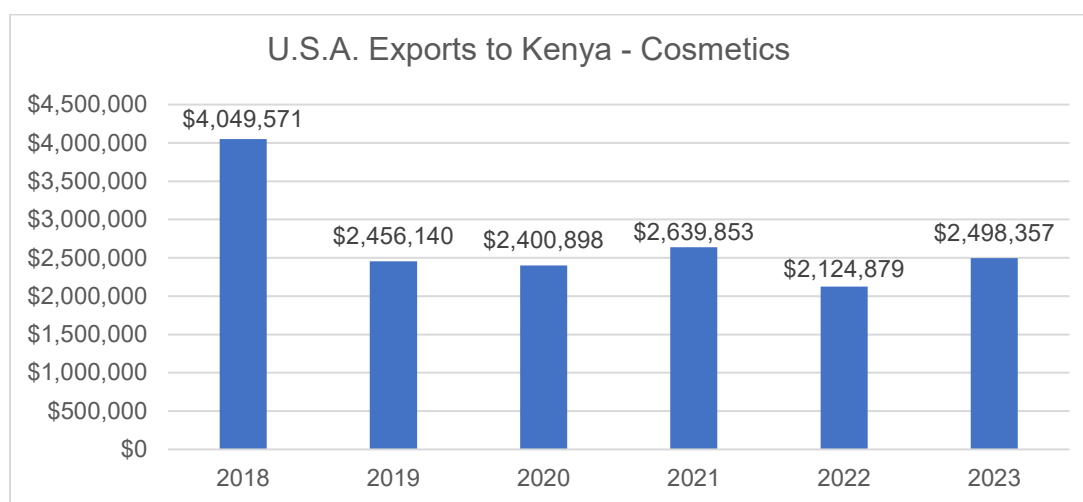


(Flag of Kenya) Kenya:

In 2023, the USA exported \$2,498,357 of cosmetics to Kenya. By comparison, Kenya imported a total of \$13,780,680 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$494 million worth of goods to Kenya in 2023 and imported \$895 million. Kenya's gross domestic product (GDP) is \$113,420 million and the gross national income (GNI) per capita is \$2,170. Kenya has a domestic market of over 50 million people and is a leading economy in sub-Saharan Africa. The top reasons U.S. companies should consider doing business in Kenya include: 1) it is a market-based economy; 2) Kenya is the economic, commercial, financial, and logistics hub of East Africa; 3) it has a young, growing and educated English-speaking population with a high fluency in technology; and 4) Kenya has a strong bilateral relationship with the United States. Consumers in Kenya spend most in food and non-alcoholic beverages (53.7% of average consumer spending per capita of private households). Digital expenditures as a share of consumer spending per capita was 1.8%. E-commerce revenues were primarily drawn from toys and hobbies, furniture and appliances, food and personal care, electronics and media as well as fashion.

Protecting Intellectual Property: Kenya is a member the World Intellectual Property Organization and the World Trade Organization, and is a signatory to several major international and regional intellectual property conventions. Kenya also is a member of the African Regional Industrial Property Organization (ARIPO) based in Harare, Zimbabwe and is empowered by the Harare protocol on patents and industrial designs to grant patents and to register utility models and industrial designs on behalf of contracting states. However, enforcement of IPR continues to pose a challenge to rights holders. The Government of Kenya's draft Intellectual Property Bill 2020 seeks to tighten policy control around IP enforcement.



For more information see: www.trade.gov/kenya and <https://ustr.gov/countries-regions/africa/east-africa/kenya>

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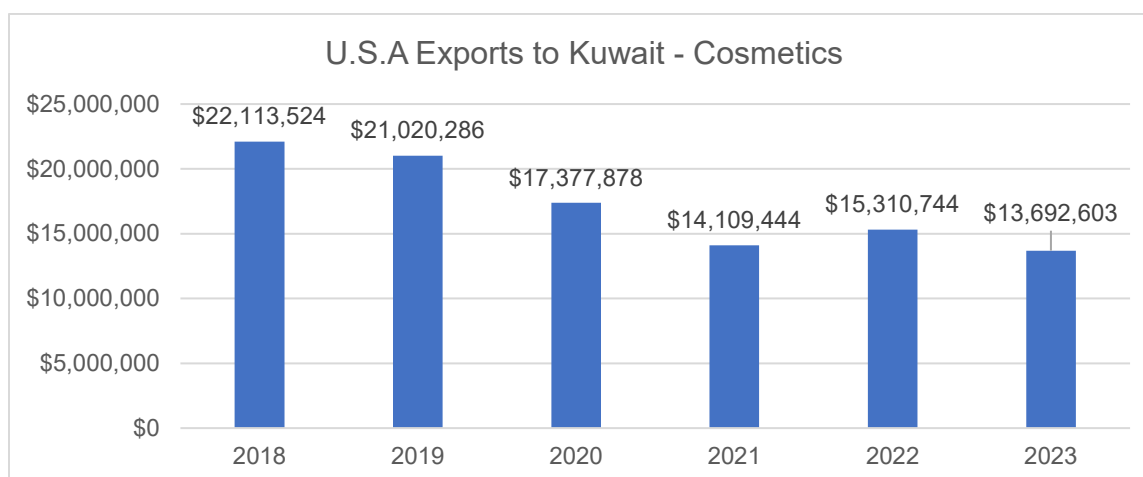


(Flag of Kuwait) Kuwait:

In 2023, the USA exported \$13,692,603 of cosmetics to Kuwait. By comparison, Kuwait imported a total of \$321,836,097 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$2,919 million worth of goods to Kuwait in 2023 and imported \$1,718 million. Kuwait's gross domestic product (GDP) is \$184,558 million and the gross national income (GNI) per capita is \$39,570. Kuwait imports most of its capital equipment, foods, manufacturing equipment, and consumer goods. Two-way trade is limited to a few international partners. Almost half of the country's imports originate from China, the United States, the United Arab Emirates (UAE), Japan, and Germany, while over 50% of Kuwait's export earnings are attributable to South Korea, China, India, Japan, and the United States. The Kuwaiti market is highly receptive to the franchise business model. Although approximately 50 U.S. food franchises are currently active here, there is plenty of space for new brands with the opening of new shopping malls and entertainment areas in several areas of the country. In recent years, Kuwait has begun to introduce new entertainment and educational concepts such as Make Meaning, Trampo, National Geographic Ultimate Explorer, Sky Zone, Paintball, Color Me Mine and others to make shopping malls a prime destination for families where they can enjoy shopping, food, and entertainment in one centralized location.

Protecting Intellectual Property: Kuwait is a member of the World Trade Organization under which they agree to follow certain standards for the protection and enforcement of intellectual property rights (IPR). In 2019, Kuwait took positive steps to reform its copyright enforcement system with its updated Copyright and Related Rights Law. Following implementation of the law and a more aggressive stance by the government to tackle pirated and counterfeit goods, Kuwait was removed from the Special 301 Watch List. Following these positive movements, several U.S. rights holders who previously left the market due to counterfeit concerns announced they would sell into Kuwait again.



For more information see: www.trade.gov/kuwait and <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/kuwait>

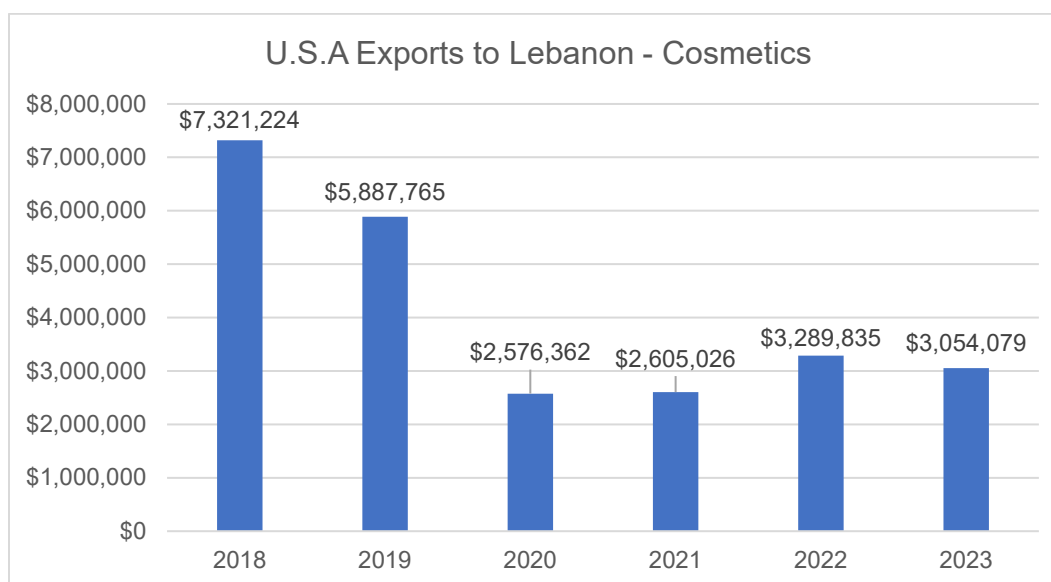


(Flag of Lebanon) Lebanon:

In 2023, the USA exported \$3,054,079 of cosmetics to Lebanon. By comparison, Lebanon imported a total of \$31,988,954 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$542 million worth of goods to Lebanon in 2023 and imported \$198 million. Lebanon's gross domestic product (GDP) is 23,131.94 million and the gross national income (GNI) per capita is \$4,970. Lebanon has been in a deep depression since 2019. Lebanon's outlook is bleak absent an IMF program. If Lebanon does not complete IMF-mandated reforms, most forecasts estimate additional years of GDP contraction; further unemployment and poverty; greater currency devaluation and inflation; and a continuation of bank-imposed capital controls. In the long-term, however, there may be opportunities for international companies in the energy, water, waste, safety and security, fast-food franchising, healthcare, and information and communications technology (ICT) sectors.

Protecting Intellectual Property: While Lebanon is not a WTO member, its intellectual property rights (IPR) legislation is generally compliant with Trade-Related Intellectual Property Rights (TRIPS) standards. IPR enforcement is weak. The Ministry of Economy and Trade's (MOET) Intellectual Property Protection Office (IPPO) has led efforts to improve the IPR regime but suffers from limited financial and human resources, and insufficient political support. Lebanon's Internal Security Forces (ISF) and Customs play roles in enforcement.



For more information see: www.trade.gov/lebanon
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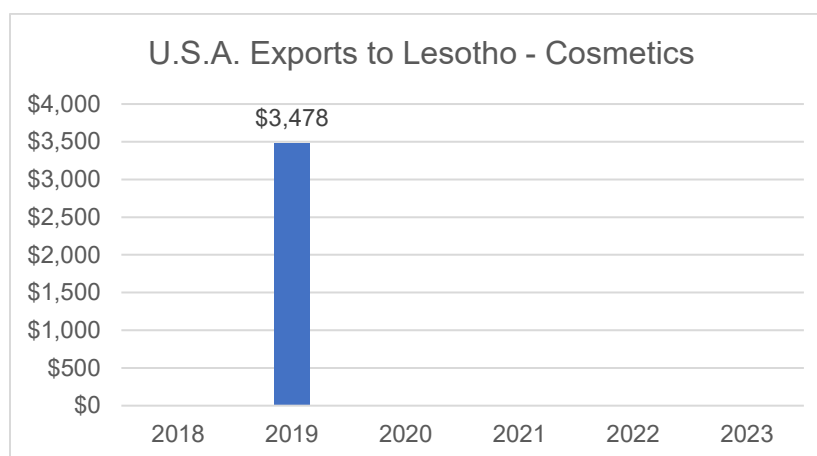


(Flag of Lesotho) **Lesotho:**

The United States did not export any cosmetic goods to Lesotho in 2023. By comparison, Lesotho imported a total of \$4,035,424 in cosmetics from all countries in 2023, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$3 million worth of goods to Lesotho in 2023 and imported \$227 million. Lesotho's gross domestic product (GDP) is \$2,553 million and the gross national income (GNI) per capita is \$1,260. Lesotho is a small country with a population of 2.3 million and its economy is mostly export driven. The major economic sectors are manufacturing, mining, agriculture, and services. Major export products are garments, diamonds, water, electricity, wool, and mohair. Lesotho imports almost all of its manufacturing inputs and consumer goods. Its primary resources—diamonds, water, wool, and mohair—are exported unprocessed. Opportunities exist to introduce new consumer goods and invest in manufacturing for both local and international markets. There are opportunities for U.S. business in franchising, such as restaurants, services, retail shops and hotels. Lesotho is an eligible country under the African Growth and Opportunity Act (AGOA). This provides Lesotho with duty-free access to the U.S. market with over 6,400 products.

Protecting Intellectual Property: Legal structures to protect intellectual property rights are relatively strong. Investors complain that enforcement is somewhat weak, although infringements and theft are not common. Lesotho respects international intellectual property laws and is a member of the World Intellectual Property Organization (WIPO) as well as the African Intellectual Property Organization. Intellectual property protection is regulated by the Industrial Property Order of 1989 and the Copyright Act of 1989, which conform to the standards set out in the Paris Convention and Berne Convention. The law protects patents, industrial designs, trademarks, and grant of copyright, but does not protect trade secrets or semi-conductor chip lay-out design. Lesotho is not listed in USTR's Special 301 Report, nor does it host a Notorious Market.



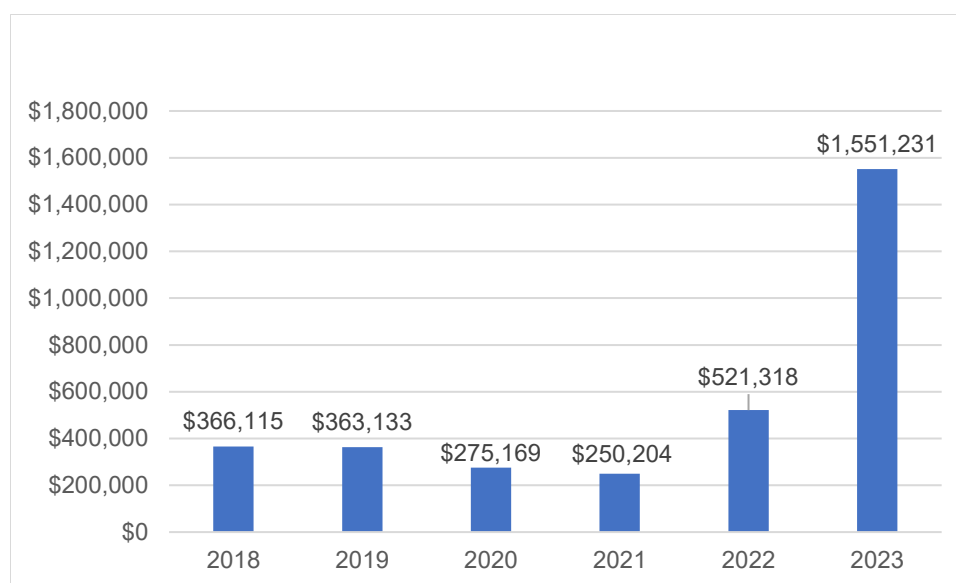
For more information see: <https://www.trade.gov/country-commercial-guides/lesotho-market-overview> and <https://ustr.gov/countries-regions/africa/southern-africa/lesotho>



(Flag of Liberia) Liberia:

In 2023, the USA exported \$1.5 million of cosmetics to Liberia. There is currently no data available for Liberia's total imports of cosmetics. Overall, the U.S. exported \$251 million worth of goods to Liberia in 2023 and imported \$58 million. Liberia's gross domestic product (GDP) is \$4,001 million and the gross national income (GNI) per capita is \$680. Businesses may consider Liberia attractive for entry due to its natural resources, low cost of labor, and relatively low levels of foreign investment which could enable enterprising firms to become dominant players. Historically, mining, agriculture, forestry, and financial services have attracted significant foreign investment.

Protecting Intellectual Property: The legal structure and regulatory environment as well as the process of protecting and enforcing IPR in Liberia is weak, and the level of IPR law enforcement is poor even though Liberia is not listed in the USTR's Special 301 Report, nor is it listed as a notorious market report. The Liberia Intellectual Property Office (LIPO) lacks both technical and financial capacity to address IPR infringements, nor is it supported strong governmental will to do so. It does not have a system to track and report on seizures of counterfeit goods or to prosecute IPR violations.



For more information see: <https://www.trade.gov/liberia> and <https://ustr.gov/countries-regions/africa/liberia>

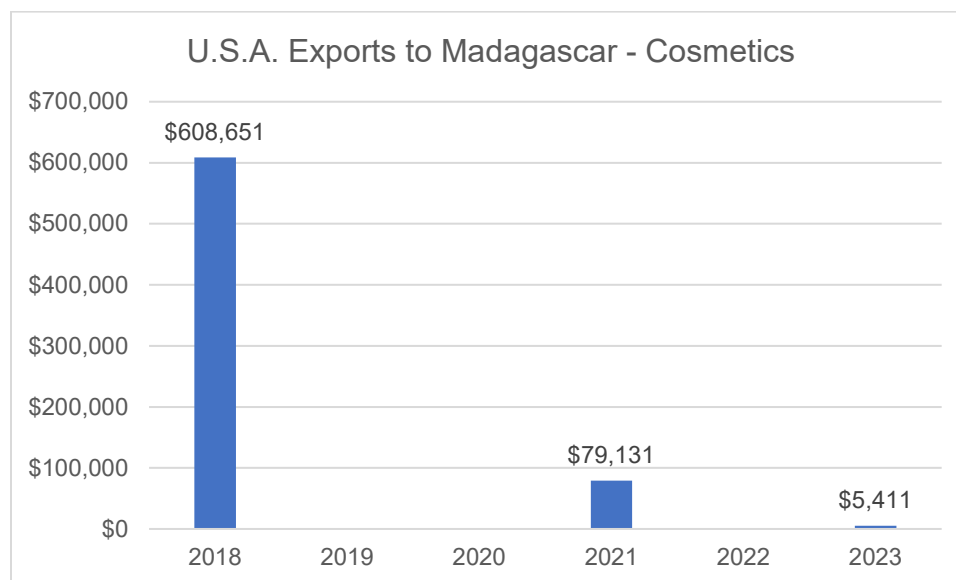


(Flag of Madagascar) Madagascar:

In 2023, the USA exported \$5,411 of cosmetics to Madagascar. By comparison, Madagascar imported a total of \$3,254,214 in cosmetics from all countries in 2023, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$62 million worth of goods to Madagascar in 2023 and imported \$722 million. Madagascar's gross domestic product (GDP) is \$14,955 million and the gross national income (GNI) per capita is \$510.

Protecting Intellectual Property: Madagascar's authority for intellectual property rights, publishes the titles it grants in the Official Gazette of Industrial Property (GOPI) and provides the public with industrial property documentation such as patent documents, industrial property legislation in various countries, and multilateral treaties on industrial property. Officially, these authorities protect against IP infringement, but enforcement capacity is limited due to resource constraints including poor digitalization, weakness of the judicial system, and lack of awareness of intellectual property rights among businesses and consumers. Madagascar is not listed in USTR's Special 301 report.



For more information see: www.trade.gov/madagascar and <https://ustr.gov/countries-regions/africa/madagascar>

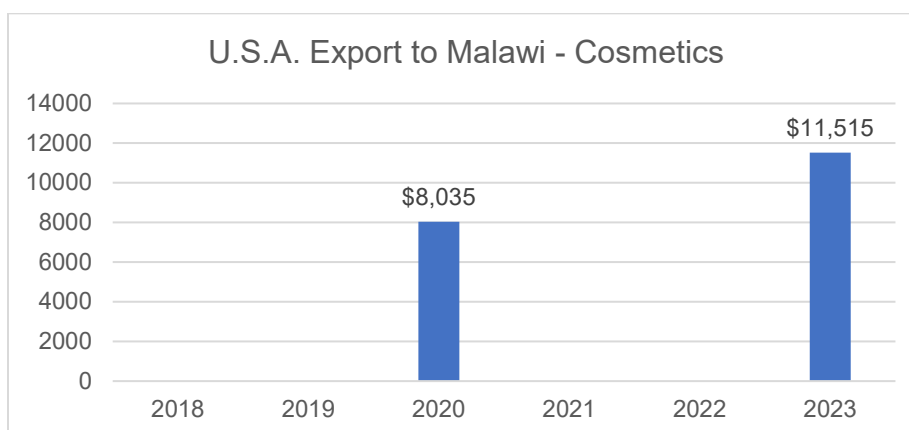


(Flag of Malawi) Malawi:

In 2023, the USA exported \$11,515 of cosmetics to Malawi. By comparison, Malawi imported a total of \$2,771,071 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$18 million worth of goods to Malawi in 2023 and imported \$45 million. Malawi's gross domestic product (GDP) is \$13,165 million and the gross national income (GNI) per capita is \$640. Malawi is a land-locked country in south-east Africa and is home to one of the African Great Lakes, and shares borders with Mozambique, Tanzania, and Zambia. The country's economic growth is slow and volatile; over the past five years economic growth has climbed as high as five percent and dropped to less than one percent. Competitive pricing, or clear value propositions, and reliable supply chains are critical for entering and staying in Malawi's markets. Online trade is also increasing, which represents a growing opportunity to reach Malawian customers. A U.S. company may market directly through an established importer or agent or by opening an office in Malawi, however, most investors and manufacturers distribute through wholesalers or agents. U.S. products are generally well regarded. There is significant demand for pharmaceuticals, used clothing, telecommunications equipment, used vehicles, agricultural machinery, and mechanical parts.

Protecting Intellectual Property: Malawi recognizes the importance of intellectual property protection and enforcement but lacks enforcement capacity. The Registrar General administers the Patent and Trademarks Act, to protect industrial intellectual property rights in Malawi. The Registrar General maintains a public registry of patents and patent licenses. Patents must be registered, and trademarks are registered publicly following advertisement and a period of no objection. Enforcement of intellectual property rights is inadequate. However, general awareness of the importance of protecting intellectual property in all forms (copyrights, trademarks, patents, trade secrets, and others) has improved. The Copyright Society of Malawi (COSOMA) administers the Copyright Act of 2016, which protects copyrights and "neighboring" rights in Malawi.



For more information see: <https://www.trade.gov/country-commercial-guides/malawi-market-overview> and <https://ustr.gov/countries-regions/africa/malawi>

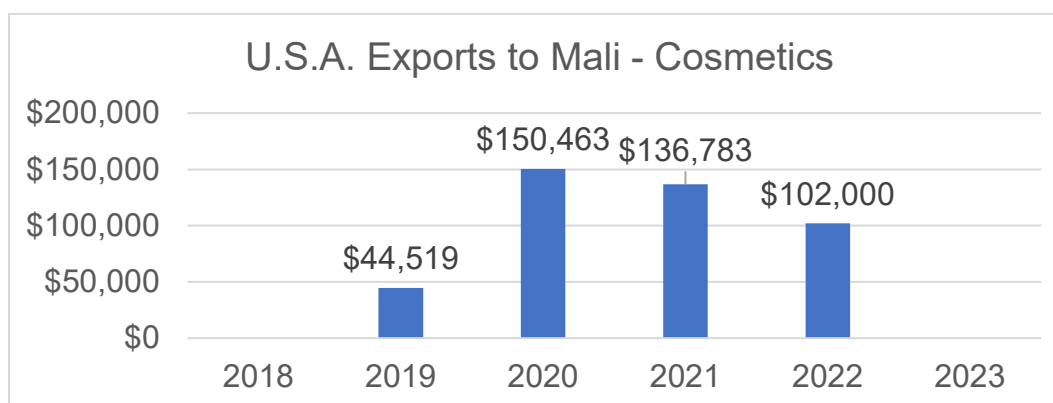


(Flag of Mali) Mali:

In 2022, the USA exported \$102,000 of cosmetics to Mali. By comparison, Mali imported a total of \$672,622 in cosmetics from all countries in 2019 (most recent data), indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$101 million worth of goods to Mali in 2023 and imported \$8 million. Mali's gross domestic product (GDP) is \$18,827 million and the GNI per capita is \$850. Following the coup d'état in 2012, Mali has struggled with unprecedented security, political, and social crises, culminating in another coup d'état in 2020 and a further consolidation of military power in 2021. However, there is significant enthusiasm for importing high-quality American products, with business owners seeing partnerships with U.S. firms as an attractive new frontier. Opportunities for well-targeted, price-competitive U.S. exports to Mali may be found in a wide range of sectors, including agriculture and agro-industry, telecommunications, mineral exploitation, defense, power generation and distribution, machinery, new and used clothing, computers, processed foods, vehicles, electronics, consumer goods, office equipment, and water resources. Mali has taken steps to make itself more business-friendly, but the success of recent much-needed reforms has been frustrated by the ongoing political instability and general security environment.

Protecting Intellectual Property: Mali is a member of the World Intellectual Property Organization (WIPO) and has ratified several international treaties related to intellectual property rights (IPR). There are two primary agencies involved with the protection of IPR in Mali: The Malian Office of the Rights of the Author and the Malian Center for the Promotion of Intellectual Property. CEMAPI is the primary agency for patents and for industrial property rights violation claims, while BUMDA covers artistic and cultural works. In addition to registering copyrights, BUMDA conducts random searches during which it seizes and destroys counterfeit products. In general, however, the government has limited capacity to combat IPR violations or to seize counterfeit goods. There is a significant number of reported IPR violations in the artistic sector as well as in the pharmaceutical sector. Mali is not included in the United States Trade Representative (USTR) Special 301 Report or the Notorious Markets List.



For more information see: www.trade.gov/mali and <https://ustr.gov/countries-regions/africa/mali>

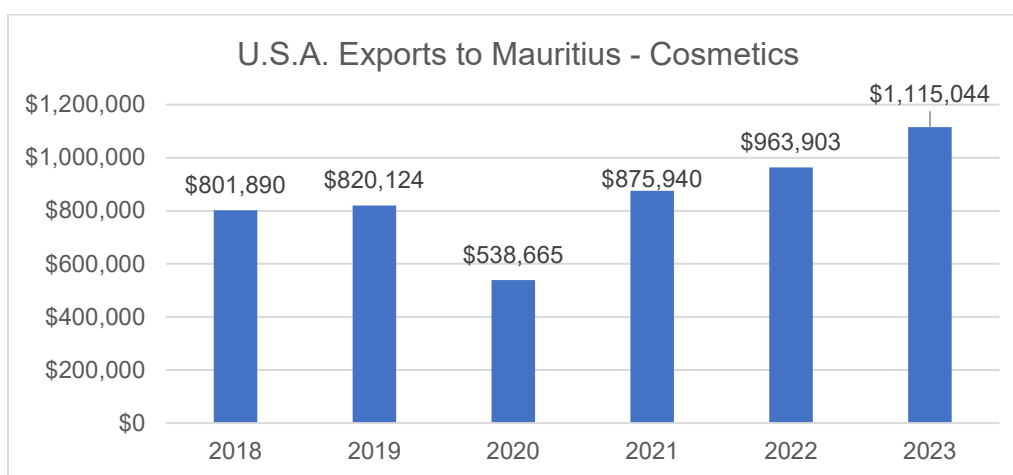


(Flag of Mauritius) Mauritius:

In 2023, the USA exported \$1,115,044 of cosmetics to Mauritius. By comparison, Mauritius imported a total of \$20,952,831 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$91 million worth of goods to Mauritius in 2023 and imported \$287 million. Mauritius's gross domestic product (GDP) is \$12,898 million and the gross national income (GNI) per capita is \$10,760. Mauritius, a small island nation with a population of 1.3 million people, has one of the most successful and competitive economies in Africa. In July 2020, the World Bank classified Mauritius as a high-income country based on 2019 data; however, due to the impacts of COVID-19, Mauritius reverted to upper-middle income country status in July 2021. According to several surveys and metrics, Mauritius is among the freest and most business-friendly countries in Africa. The most important sectors of the Mauritian economy are textiles, tourism, financial and business services, information and communication technology, seafood processing, real estate development, energy, and education/training.

Protecting Intellectual Property: Intellectual property rights (IPR) in Mauritius are protected by the 2019 Industrial Property Act, the 2014 Copyrights Act, and the 2002 Protection Against Unfair Practices (Industrial Property Rights) Act. This act consolidates all industrial property-related issues in one statute. The protection framework covers patents, trademarks, industrial designs, utility models, layout-designs of integrated circuits, plant varieties, trade names, and geographic indications. A trademark is initially registered for 10 years and may be renewed for another 10 years. A patent expires 20 years after the application filing date. While IP legislation in Mauritius is consistent with international norms, enforcement is relatively weak. In practice, police will take action against IP infringements only in cases where the IP owner has an official representative in Mauritius, as the courts require a representative to testify that the products seized are counterfeit.



For more information see: <https://www.trade.gov/country-commercial-guides/mauritius-market-overview> and <https://ustr.gov/countries-regions/africa/mauritius>

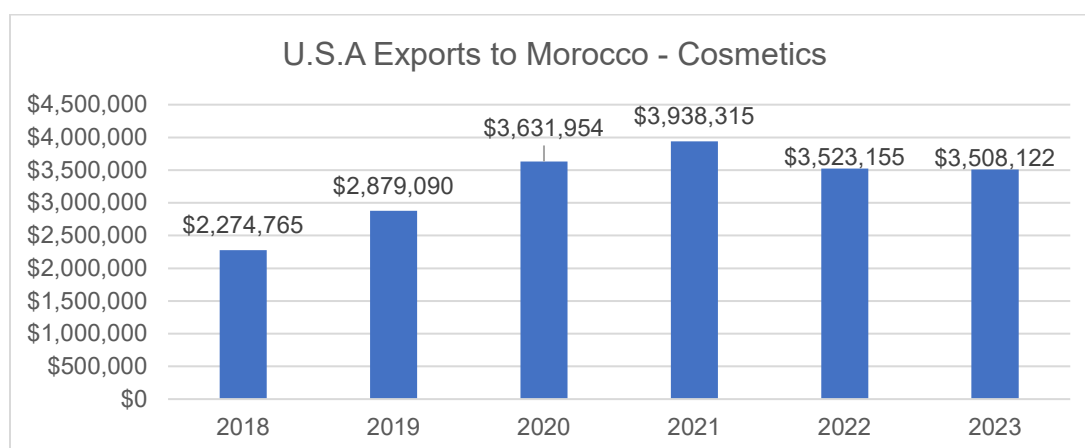


(Flag of Morocco) Morocco:

In 2023, the USA exported \$3,508,122 of cosmetics to Morocco. By comparison, Morocco imported a total of \$118,675,161 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$3,752 million worth of goods to Morocco in 2023 and imported \$1,697 million. Morocco's gross domestic product (GDP) is \$134,182 million and the gross national income (GNI) per capita is \$3,710. Moroccan businesses have historically strong ties to firms in France, Spain, and other European countries, but increasingly pursue a wider range of international partners, creating opportunities for U.S. firms. The U.S.-Morocco Free Trade Agreement (FTA), entered into force in 2006, eliminated tariffs on 95 percent of consumer and industrial goods. Consumer goods and pharmaceutical companies manufacture some products locally and import others for distribution. Over four hundred franchises currently exist in Morocco with nearly 40% being French. U.S. franchises hold the third position in the market, after France and Morocco, with nearly 12% of the market share. They operate in the fast food, clothing, office supply, furniture, cosmetics, real estate, office cleaning, and auto repair sectors.

Protecting Intellectual Property: The Ministry of Industry and Trade oversees the Moroccan Office of Industrial and Commercial Property (OMPIC), which serves as a registry for patents and trademarks in the industrial and commercial sectors. In 2020, OMPIC launched its second strategic plan, Strategic Vision 2025. The 2025 plan has three pillars: the creation of an environment conducive to entrepreneurship, creativity, and innovation; the establishment of an effective system for the protection and defense of intellectual property rights; and the implementation of economic and regional actions to enhance intangible assets and market-oriented research and development. In 2016 OMPIC partnered with the European Patent Office (EPO) and developed an agreement for validating European patents in Morocco, and now receives roughly 80 percent of total applications via this channel. Morocco is not listed in USTR's Special 301 Report or Notorious Markets List.



For more information see: www.trade.gov/morocco, <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/morocco>, and <https://ustr.gov/trade-agreements/free-trade-agreements/morocco-fta>

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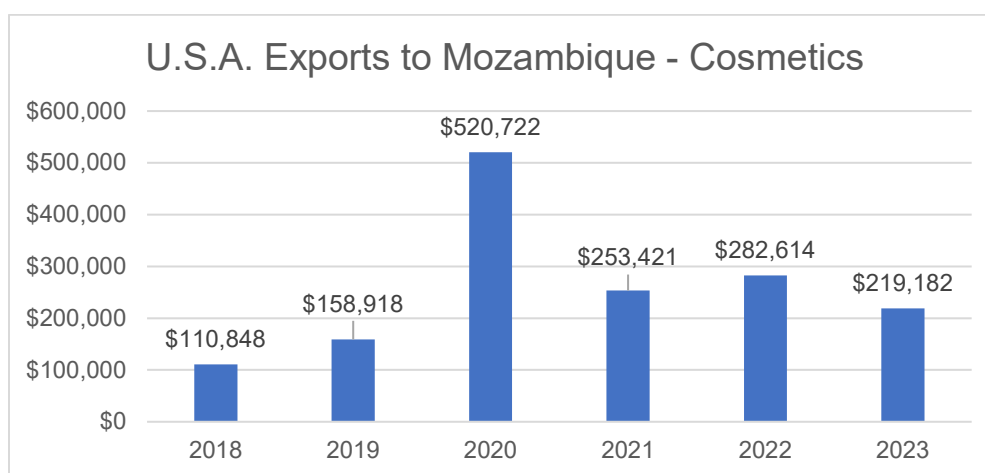


(Flag of Mozambique) Mozambique:

In 2023, the USA exported \$219,182 of cosmetics to Mozambique. By comparison, Mozambique imported a total of \$4,260,957 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$193 million worth of goods to Mozambique in 2023 and imported \$209 million. Mozambique's gross domestic product (GDP) is \$17,851 million and the gross national income (GNI) per capita is \$500. Mozambique's Fast Moving Consumer Goods (FMCG) sector had a 10.6-percent share of the country's gross domestic product (GDP) in 2020. Real household spending in Mozambique is set to grow by 2.0% in 2022, accelerating from the estimated 0.6% growth in 2021. Cosmetics and Personal Care products has a steady growing demand in Mozambique, with manufacturers understanding the need for product tailoring to effectively deliver the right products to Mozambican consumers. Personal care items, especially soaps and toothbrushes, have higher penetration than household items like laundry detergents. There is a high demand for hair growth and treatment products with the growing trend of hair extensions amongst Mozambicans.

Protecting Intellectual Property: Mozambique's copyright regime is administered by the National Institute of Culture and Creative Industries under the Ministry of Culture and Tourism, and patents are governed by the Ministry of Industry and Commerce's Industrial Property Institute (IPI). Despite the Government's firm public stand against piracy, the Mozambican judicial system weakly enforces intellectual property rights. Pirated copies of DVDs, as well as counterfeit goods are commonly sold in Mozambique, although not produced in any significant volume. Enforcement is rare and highly selective. Firms entering the Mozambican market with their own intellectual property (IP) should consult local legal services providers on how to safeguard their IP.



For more information see: www.trade.gov/mozambique and <https://ustr.gov/countries-regions/africa/mozambique>

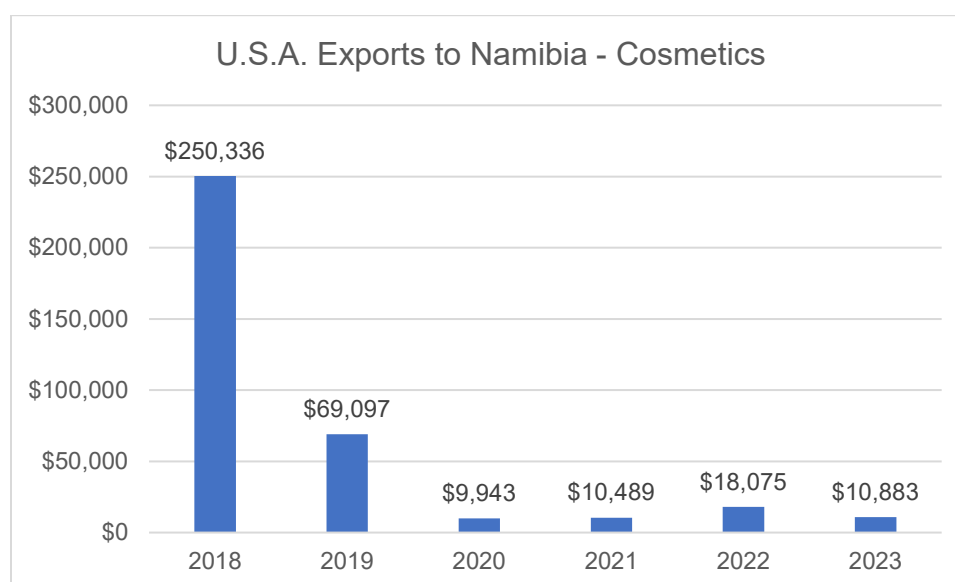


(Flag of Namibia) Namibia:

In 2023, the USA exported \$10,883 of cosmetics to Namibia. By comparison, Namibia imported a total of \$34,627,819 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$177 million worth of goods to Namibia in 2023 and imported \$133 million. Namibia's gross domestic product (GDP) is \$12,607 million and the gross national income (GNI) per capita is \$4,880. Namibia imports almost all consumer goods and exports most of its primary resources, largely unprocessed. Namibia is an eligible country under the African Growth and Opportunities Act (AGOA). AGOA allows for duty-free access to U.S. markets for more than 6,400 products. Opportunities exist to introduce new consumer goods and to expand manufacturing for both local and international markets. Namibia's principal port, Walvis Bay, is well positioned to service the entire southern African region. The government is seeking to attract foreign investors to participate in public-private partnerships (PPPs), particularly in the health, transportation, and housing sectors.

Protecting Intellectual Property: Several general principles are important for effective management of intellectual property (IP) rights in Namibia. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in Namibia than in the United States. Third, rights must be registered and enforced in Namibia, under local laws. For example, your U.S. trademark and patent registrations will not protect you in Namibia.



For more information see: <https://www.trade.gov/country-commercial-guides/namibia-market-overview> and <https://ustr.gov/countries-regions/africa/namibia>



(Flag of Nigeria) Nigeria:

In 2023, the USA exported \$14,705,953 of cosmetics to Nigeria. By comparison, Nigeria imported a total of \$21,884,115 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$2,599 million worth of goods to Nigeria in 2023 and imported \$5,696 million. Nigeria's gross domestic product (GDP) is \$477,386 million and the gross national income (GNI) per capita is \$2,140. Nigeria has the largest market in Africa with a population of over 200 million. Nigeria is an increasingly important market and manufacturing center for the African consumer product sector. Nigeria is currently home to a middle class, estimated to be just below 50 million people. Major challenges to companies in the consumer products sector in Nigeria include protectionist policies, substandard intellectual property rights protection, and foreign exchange limitations making imported products or inputs uncompetitive on price. According to the Nigerian Communication Commission (NCC), Nigeria is Africa's largest ICT market, accounting for 82% of Africa's ICT market and 29% of internet usage in Africa.

Protecting Intellectual Property: Customs officials also lack authority to take action to seize and destroy such goods at the border or in-transit. Particularly mentioned are copyright issues such as piracy and unlicensed government use of software. The document also noted that right holders operating in other countries report an increasing variety of government measures, policies, and practices that require or pressure technology transfer from foreign companies. While these measures are sometimes styled as means to incentivize domestic "indigenous innovation," in practice, they disadvantage U.S. companies, requiring them to give up their IP as the price of market entry. These actions serve as market access barriers and deny U.S. companies' reciprocal opportunities to access foreign markets relative to market access provided to foreign companies operating in the United States.



For more information see: www.trade.gov/nigeria and <https://ustr.gov/countries-regions/africa/nigeria>

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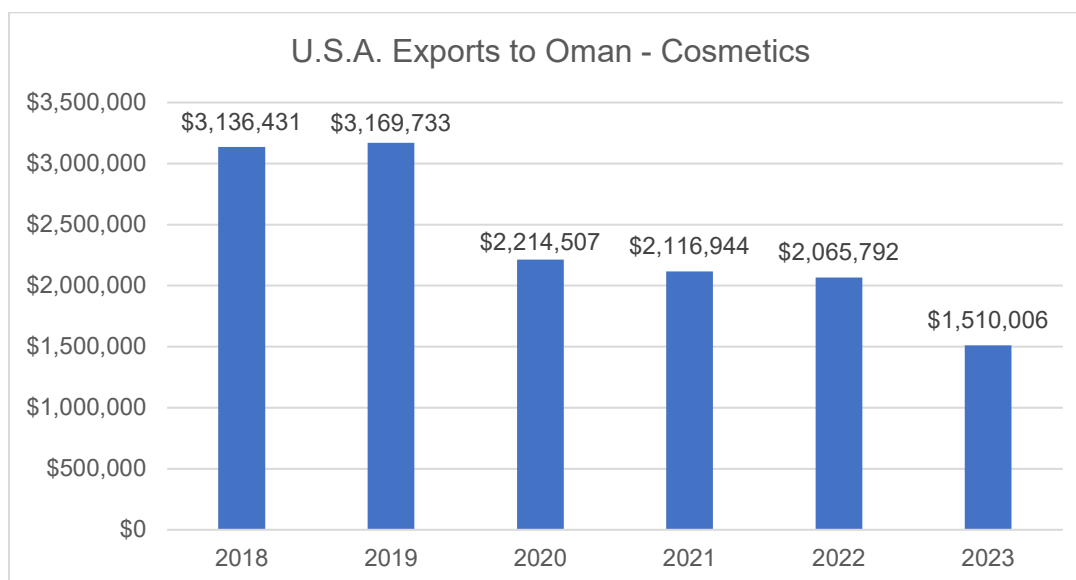


(Flag of Oman) Oman:

In 2023, the USA exported \$1,510,006 of cosmetics to Oman. By comparison, Oman imported a total of \$93,164,746 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$1,862 million worth of goods to Oman in 2023 and imported \$1,651 million. Oman's gross domestic product (GDP) is \$114,667 million and the gross national income (GNI) per capita is \$20,150. Oman's strategic location at the crossroads of regional markets, combined with its modern, efficient infrastructure and an educated, largely bilingual workforce, make it an attractive location for U.S. trade and investment. Approximately one hundred U.S. firms have operations or do business in Oman. Omani consumers primarily shop online for clothing, airline tickets, beauty care products, and hotel reservations. Oman has witnessed a growth in domestic eCommerce, particularly for groceries, as businesses moved to online platforms when physical stores closed due to COVID-19 restrictions. An increasing number of businesses, especially Omani-owned SMEs and entrepreneurs, promote and sell their merchandise through social media.

Protecting Intellectual Property: Several general principles are important for effective management of intellectual property (IP) rights in Oman. First, it is important to have an overall strategy to protect IP. Second, it is essential to bear in mind that IP may be protected and enforced differently in Oman than in the United States. Third, companies should remember that most IP rights must be registered and enforced in Oman, under local laws. For example, U.S. trademark registrations and patents are not enforceable in Oman. However, Oman offers copyright protection to foreign works in accordance with international agreements.



For more information see: www.trade.gov/oman and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/oman>

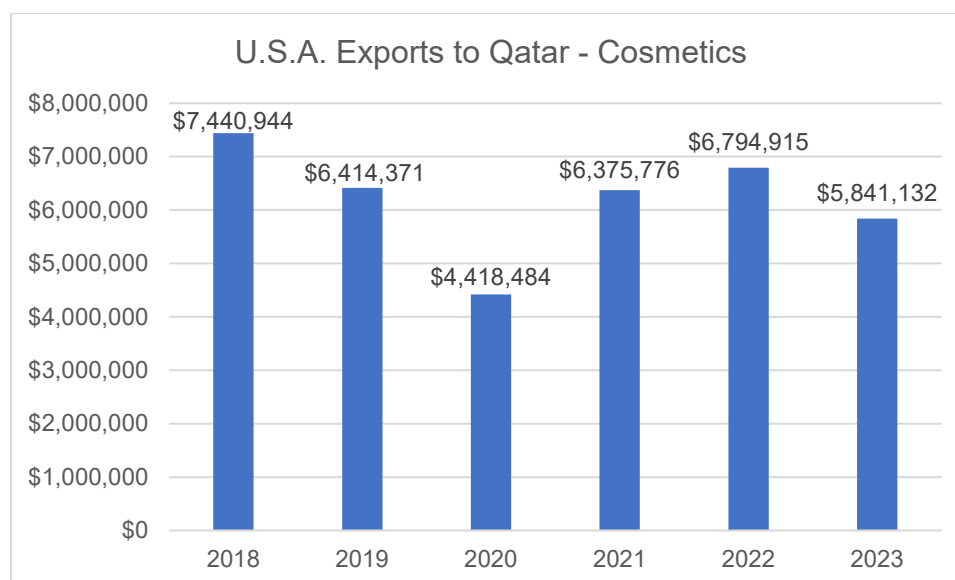


(Flag of Qatar) Qatar:

In 2023, the USA exported \$5,841,132 of cosmetics to Qatar. By comparison, Qatar imported a total of \$164,923,033 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$4,658 million worth of goods to Qatar in 2023 and imported \$2,048 million. Qatar's gross domestic product (GDP) is \$237,296 million and the gross national income (GNI) per capita is \$70,500. The United States and Qatar enjoy a strong commercial, political, and security relationship. With just 300,000 citizens, Qatar enjoys among the highest gross domestic product (GDP) per capita in the world. The best market opportunities for U.S. companies are in sectors such as infrastructure, ICT, food products, energy, healthcare, aviation, and defense. Government spending is largely focused on achieving long-term strategic and modernization goals set forth under the Qatar National Vision 2030, which include developing a knowledge-based economy and increasing the share of GDP derived from non-extractive industries.

Protecting Intellectual Property: While Qatar's intellectual property (IP) legal regime is still under development, it is robust and includes a wide range of legislation that protects different types of IP rights. Qatar's IP legislation consists of the Trademark and Copyright Law (enacted in 2002), the Protection of Trade Secrets and Protection of Layout Design law (2005), the Patent Law (2006), and most recently, the Protection of Industrial Designs and Models law (2020). Qatar has signed many international IP treaties, and Qatari laws and regulations guarantee the implementation of those treaties. These laws grant foreign applicants the same rights as Qataris, provided they are nationals of a state that gives Qatar reciprocal treatment.



For more information see : www.trade.gov/qatar and <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/qatar>

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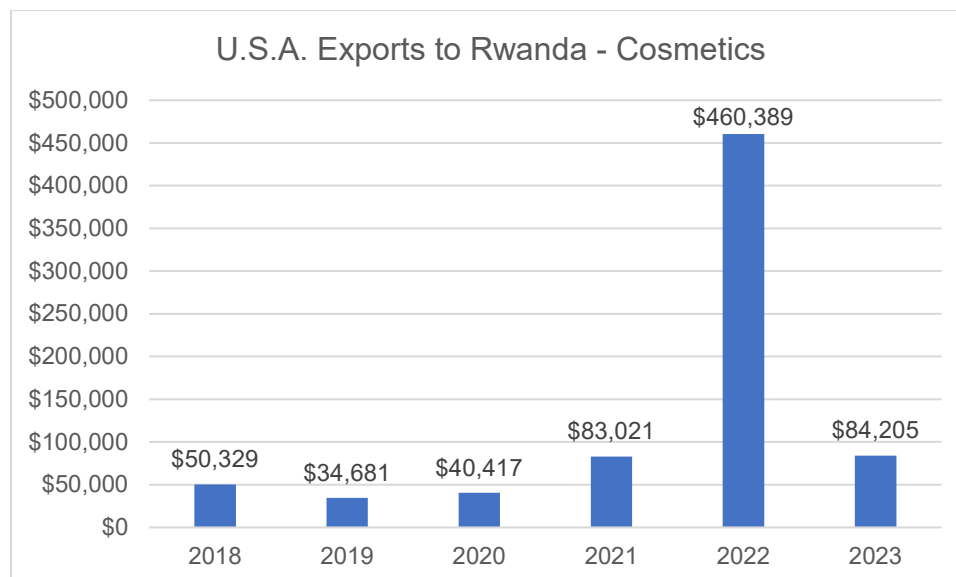


(Flag of Rwanda) Rwanda:

In 2023, the USA exported \$84,205 of cosmetics to Rwanda. By comparison, Rwanda imported a total of \$15,402,357 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$38 million worth of goods to Rwanda in 2023 and imported \$38 million. Rwanda's gross domestic product (GDP) is \$13,313 million and the gross national income (GNI) per capita is \$930. Rwanda is a small but growing market, with a population of nearly 13 million people. Rwanda has access to a regional market of 146 million consumers in the EAC and 460 million in The Common Market for Eastern and South Africa. Rwanda also enjoys easy access to the eastern DRC market of approximately 35 million people. Few non-agricultural products are produced in Rwanda, which leaves most distribution and sales channels reliant on import-export partners. No single company dominates the import-export business. Instead, numerous trading companies import goods, mostly from the region, but also from Europe, China, India, and the United Arab Emirates.

Protecting Intellectual Property: The RDB and the Rwanda Standards Board (RSB) are the main regulatory bodies for Rwanda's intellectual property rights law. The RDB registers intellectual property rights, providing a certificate and ownership title. Every registered IP title is published in the Official Gazette. The fees payable for substance examination and registration of IP apply equally for domestic and foreign applicants. From 2016, any power of attorney granted by a non-resident to a Rwandan-based industrial property agent must be notarized (previously, a signature would have been sufficient).



For more information see: www.trade.gov/rwanda and <https://ustr.gov/countries-regions/africa/rwanda>

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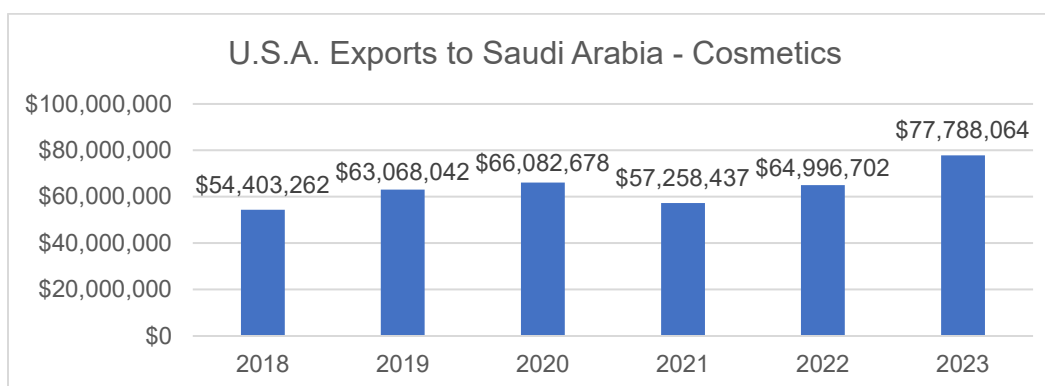


(Flag of Saudi Arabia) Saudi Arabia:

In 2023, the USA exported \$77,788,064 of cosmetics to Saudi Arabia. By comparison, Saudi Arabia imported a total of \$201,536,514 in cosmetics from all countries in 2021 (most recent data), indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$13,873 million worth of goods to Saudi Arabia in 2023 and imported \$15,877 million. Saudi Arabia's gross domestic product (GDP) is \$1,108,149 million and the gross national income (GNI) per capita is \$27,590. The \$54 billion U.S.-Saudi Arabia trade and investment relationship creates thousands of jobs in both countries. Online sales in Saudi Arabia increased almost 60 percent on average across all categories, most significantly in the media products, apparel, and footwear segments. Saudi Arabia continues to move toward adherence to a single standard in technical regulations, which is often based on International Organization for Standardization (ISO), to the exclusion of other international standards, such as those developed by U.S. based organizations. Saudi Arabia's exclusion of these other international standards, which are often used by U.S. manufacturers, can create significant market access restrictions for industrial and consumer products exported from the United States.

Protecting Intellectual Property: Most recently, Saudi Arabia adopted the unified Gulf Cooperation Council (GCC) Trademark Law (effective in September 2016) and is also a member of the GCC Patent Law and GCC Customs Law, which helps to harmonize IP practices in Saudi Arabia, Kuwait, Qatar, Oman, Bahrain, and the United Arab Emirates. Patent registration is granted on a first-to-file basis in Saudi Arabia. Similarly, registering trademarks is based on first-to-file. Therefore, you should consider how to obtain patent and trademark protection before introducing your products or services to the market. It is vital that companies understand that intellectual property is primarily a private right, and that the U.S. government cannot claim rights on behalf of private individuals in Saudi Arabia. It is the responsibility of the rights' holders to register, protect, and enforce their rights (where relevant), retaining their own counsel and advisors.



For more information see: www.trade.gov/saudi-arabia and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/saudi-arabia>

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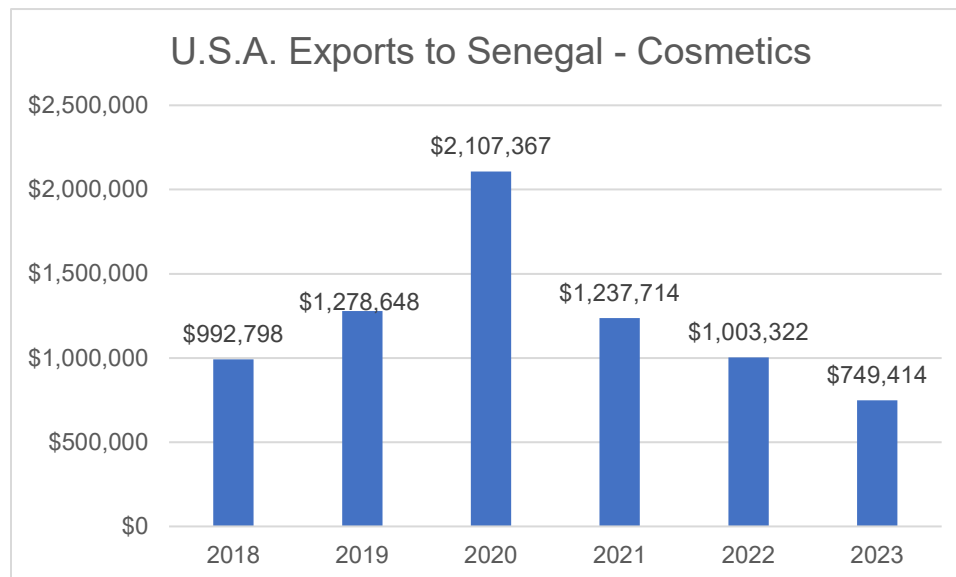


(Flag of Senegal) **Senegal:**

In 2023, the USA exported \$749,414 of cosmetics to Senegal. By comparison, Senegal imported a total of \$8,223,376 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$345 million worth of goods to Senegal in 2023 and imported \$159 million. Senegal's gross domestic product (GDP) is \$27,684 million and the gross national income (GNI) per capita is \$1,640. As a stable democracy with relatively advanced infrastructure and ambitious plans for expanding private investment, Senegal offers growing trade and investment opportunities for U.S. firms and an attractive location for companies looking to serve the West African regional market. While its commercial ties to France and its relatively small domestic market have previously limited U.S. commercial relationships, this is changing.

Protecting Intellectual Property: Several general principles are important for effective management of intellectual property (IP) rights in Senegal. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in Senegal than in the United States. Third, rights must be registered and enforced in Senegal, under local laws. For example, your U.S. trademark and patent registrations will not protect you in Senegal.



For more information see: www.trade.gov/senegal and <https://ustr.gov/countries-regions/africa/senegal>

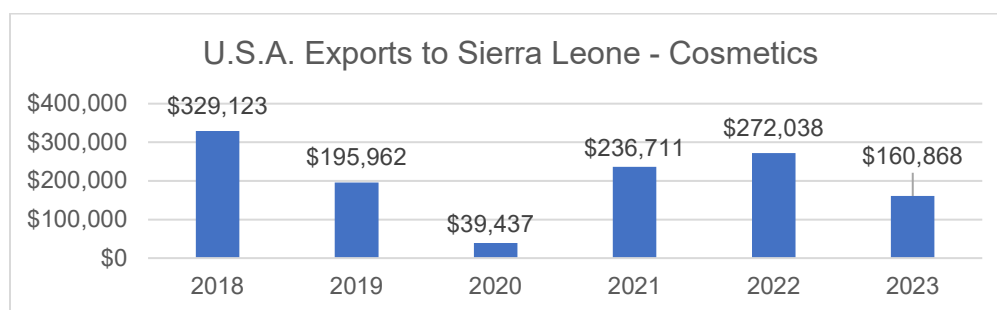


(Flag of Sierra Leone) Sierra Leone:

In 2023, the USA exported \$160,868 of cosmetics to Sierra Leone. By comparison, Sierra Leone imported a total of \$75,139 in cosmetics from all countries in 2018 (most recent data), indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$104 million worth of goods to Sierra Leone in 2023 and imported \$22 million. Sierra Leone's gross domestic product (GDP) is \$3,970 million and the gross national income (GNI) per capita is \$510. Sierra Leone provides access to a market of more than 50 million people via its membership in the Mano River Union with Côte d'Ivoire, Guinea, and Liberia, and a market of over 400 million people through its membership to the Economic Community of West African States (ECOWAS). In Sierra Leone, goods are distributed from the manufacturer through wholesalers to retailers, though some manufacturers and wholesalers do sell directly to retailers. Generally, wholesalers import goods in bulk from the manufacturers, clear the goods through customs and transport them to their stores, from where they then distribute to the retail market. Extreme caution must be exercised when hiring the services of a local business to serve as a partner, agent, or distributor in selling U.S. goods or providing U.S. services to local retailers or consumers. A legal representative is recommended to observe the country's legal and regulatory requirements and to ensure the partner, agent, or distributor is reliable and has the resources to perform the service.

Protecting Intellectual Property: Sierra Leone is a member of the World Intellectual Property Organization (WIPO) and the African Regional Intellectual Property Organization (ARIPO). Sierra Leone is a member of the WTO and is therefore bound by the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). Sierra Leone has not ratified the WIPO Copyright Treaty or the Berne Convention for the Protection of Literary and Artistic Rights. Despite its recognition of international standards, Sierra Leone's protection of intellectual property is limited. Laws dating back to the colonial era mean that patents and trademarks registered in the United Kingdom can be extended to Sierra Leone. Efforts to update the country's legal framework have thus far included the Copyright Act 2011, the Patents and Industrial Design Act 2012, and the Trademark Act 2014. Nonetheless, legal protections remain outdated and incomplete, and government enforcement is minimal due to resource and capacity limitations.



For more information see: <https://www.trade.gov/country-commercial-guides/sierra-leone-market-overview> and <https://ustr.gov/countries-regions/africa/sierra-leone>

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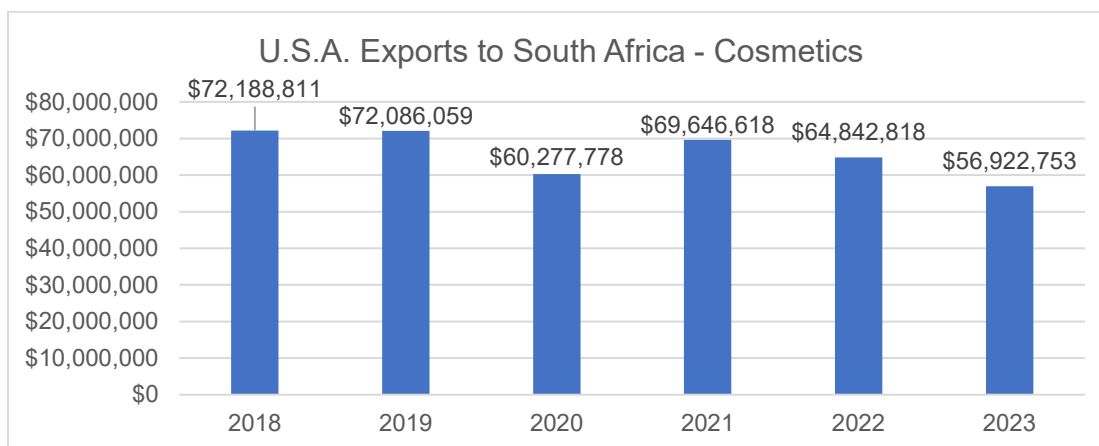


(Flag of South Africa) South Africa:

In 2023, the USA exported \$56,922,753 of cosmetics to South Africa. By comparison, South Africa imported a total of \$222,230,267 in cosmetics from all countries in 2023, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$7,156 million worth of goods to South Africa in 2023 and imported \$13,971 million. South Africa's gross domestic product (GDP) is \$405,870 million and the gross national income (GNI) per capita is \$6,780. The use of organic products in the cosmetic sector in South Africa is on the rise, driven by increasing consumer demand for natural and sustainable beauty products. South African consumers have become more conscious of the ingredients in cosmetic products and their potential impact on health and the environment. This has led to a higher demand for organic and natural alternatives. The organic trend has created opportunities for smaller, local brands to enter the market, offering unique and niche products. An unintended consequence of this has been ensuring consistent product quality, addressing the higher cost associated with organic ingredients, and obtaining the necessary certifications.

Protecting Intellectual Property: South Africa enforces intellectual property rights through civil and criminal procedures. Generally, South Africa is considered to have a strong domestic legal framework for protecting intellectual property (IP). Enforcement can be spotty due to lack of resources for additional law enforcement and market surveillance support. However, South African authorities work closely with rights holders and with international stakeholders to address IP violations. Bringing cases to criminal court is costly, with most of the burden placed on rights holders to develop the evidence needed for prosecutions; however, civil and criminal remedies are available. South Africa has not been named in the Special 301 or the notorious market report. Patents are granted for twenty years, usually with no option to renew.



For more information see: www.trade.gov/south-africa and <https://ustr.gov/countries-regions/africa/southern-africa/south-africa>

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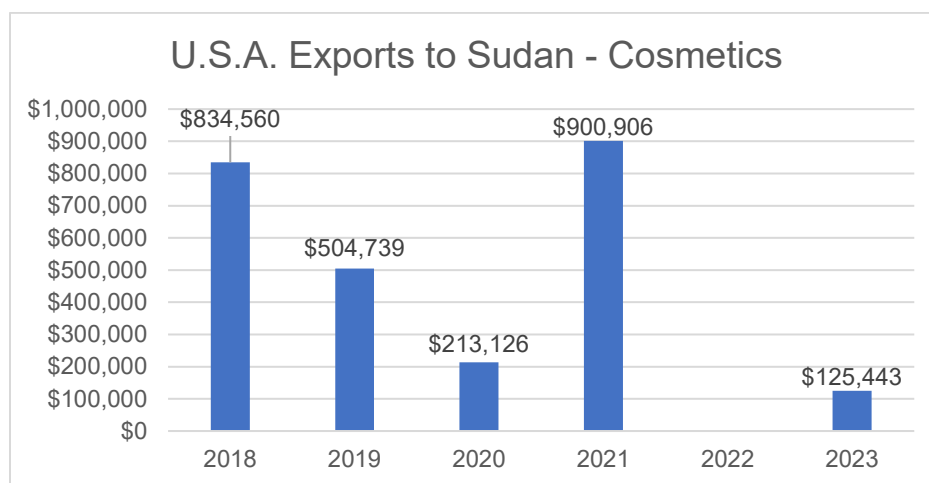


(Flag of Sudan) Sudan:

In 2023 the USA exported \$125,443 of cosmetics to Sudan. By comparison, Sudan imported a total of \$32,353 in cosmetics from all countries in 2018 (most recent data), indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$55 million worth of goods to Sudan in 2023 and imported \$12 million. Sudan's gross domestic product (GDP) is \$51,662 million and the gross national income (GNI) per capita is \$760. Sudan's estimated population is 45 million. American consumer products from toothpaste, soaps, over-the-counter medicines, soft drinks, and toiletries can be found in Sudanese grocery stores and markets. Sudan imported \$411 million worth of automobiles in 2020, with Toyota, Hyundai, and Nissan vehicles ubiquitous across Sudan. Even before the lifting of U.S. economic sanctions in 2017, Sudanese sought U.S.-made consumer products and have expressed an eagerness to purchase more. Several of the larger private sector consortiums have partnered with U.S.-based producers of consumer products to establish domestic manufacturing and distribution operations for U.S.-branded products, while others have secured exclusive distribution rights. Sudan's consumer markets are small, but with growth potential.

Protecting Intellectual Property: There is little to no protection of intellectual property in Sudan.



For more information see : <https://www.trade.gov/country-commercial-guides/sudan-market-overview> and <https://ustr.gov/countries-regions/africa/east-africa/sudan>

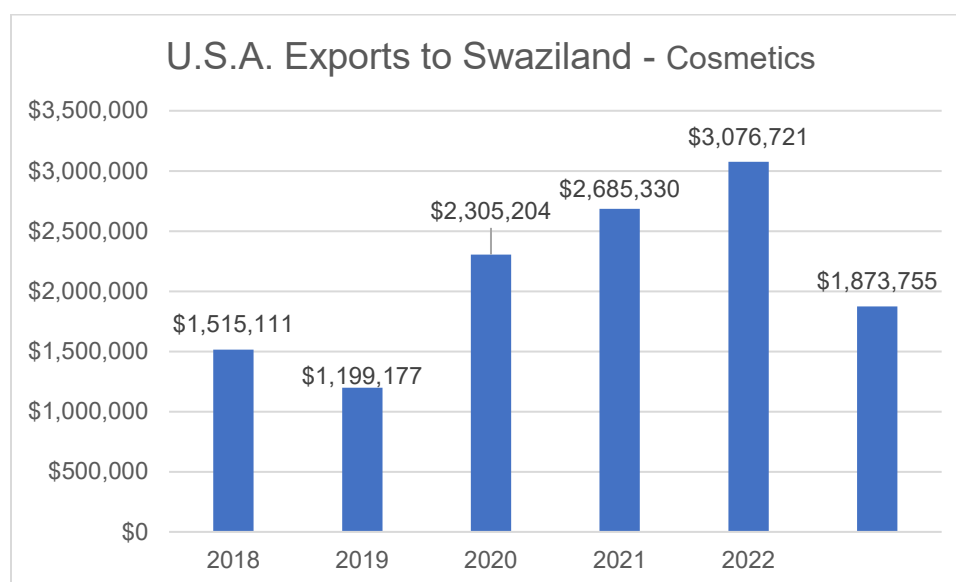


(Flag of Swaziland) **Swaziland:**

In 2023, the USA exported \$1,873,755 of cosmetics to Swaziland. By comparison, Swaziland imported a total of \$32,353 in cosmetics from all countries in 2018 (most recent data), indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$38 million worth of goods to Swaziland in 2023 and imported \$31 million. Swaziland's gross domestic product (GDP) is \$4,854 million and the gross national income (GNI) per capita is \$3,800. Eswatini (Swaziland) has a relatively diverse economy dominated by the agriculture and manufacturing sectors. Due to its small population of approximately 1.19 million people, Eswatini has positioned itself as an export-oriented economy, tapping into several free trade blocks and customs unions. Export-oriented industries drive the economy and provide 80 percent of GDP. Approximately 90 percent of the country's imports come from or through South Africa and nearly 65 percent of Eswatini's exports are bound for its dominant neighbor. U.S. exports to Eswatini account for less than 1 percent of Swati imports.

Protecting Intellectual Property: There is little to no protection of intellectual property in Swaziland.



For more information see : <https://www.trade.gov/eswatini> and <https://ustr.gov/countries-regions/africa/southern-africa/eswatini>

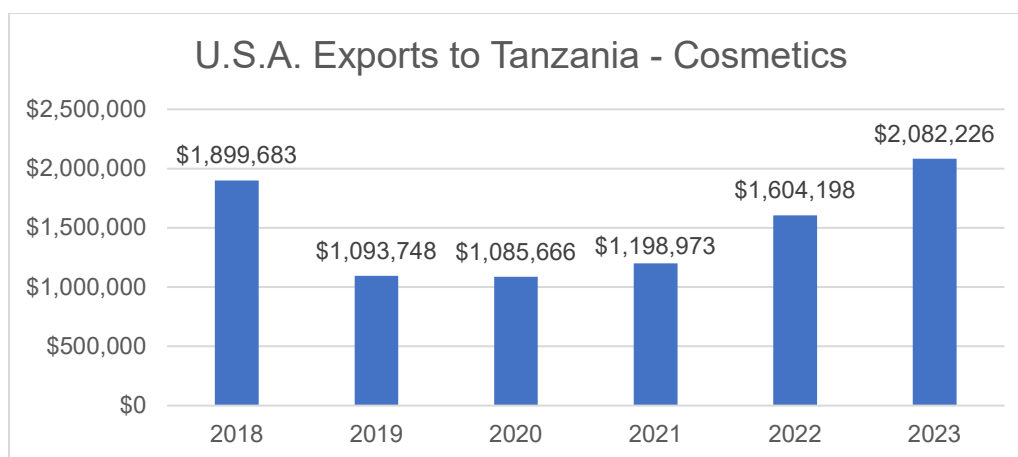


(Flag of Tanzania) **Tanzania:**

In 2023, the USA exported \$2,082,226 of cosmetics to Tanzania. By comparison, Tanzania imported a total of \$9,241,856 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$425 million worth of goods to Tanzania in 2023 and imported \$192 million. Tanzania's gross domestic product (GDP) is \$75,709 million and the gross national income (GNI) per capita is \$1,200. The United Republic of Tanzania is an attractive market for U.S. exporters due to its relatively large population estimated to be 62 million people. U.S. key exports to Tanzania are liquid propane gas (\$100 million), aircraft parts (\$33 million), automotive and agricultural machinery and parts (\$25 million) and chemicals and fertilizers (\$13 million). With the growing middle class in the country there is also demand for American consumer products. There is a high interest in association with American products among middle class consumers.

Protecting Intellectual Property: Tanzania is a member of the African Regional Intellectual Property Organization (ARIPO) and the World Intellectual Property Organization (WIPO). The Constitution of the United Republic of Tanzania allows ownership of intellectual property and guarantees its protection. To this end, laws have been enacted to promote and protect intellectual property rights. Trademarks are governed by the Trade and Service Marks Act. In Tanzania the registration of trademarks and patents are administered by the Business Registration and Licensing Agency (BRELA). Registration of a trademark is for a period of seven years and may be renewed for further periods of ten years in perpetuity. Unregistered trademarks are also offered protection under common law if it can be shown that the proprietor has established goodwill associated with its mark.



For more information see: www.trade.gov/tanzania and <https://ustr.gov/countries-regions/africa/east-africa/tanzania>

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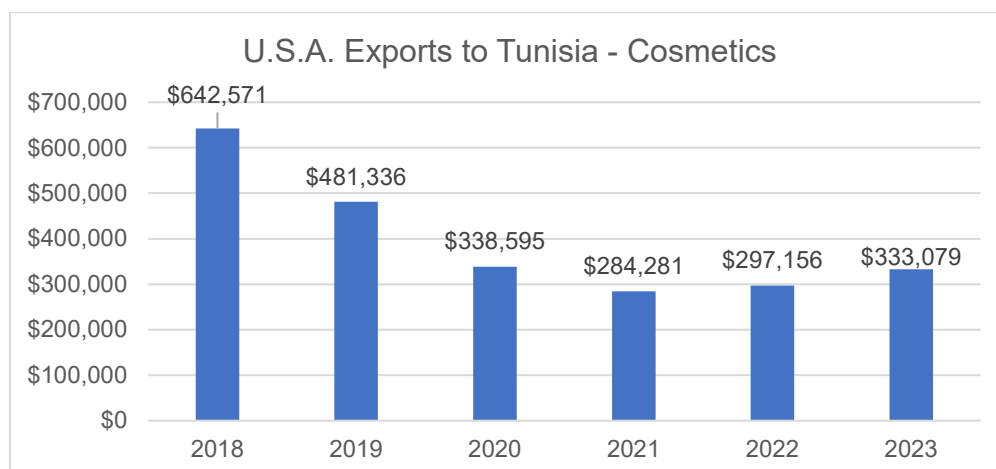


(Flag of Tunisia) Tunisia:

In 2023, the USA exported \$333,079 cosmetics to Tunisia. By comparison, Tunisia imported a total of \$29,270,512 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$559 million worth of goods to Tunisia in 2023 and imported \$861 million. Tunisia's gross domestic product (GDP) is \$46,665 million and the gross national income (GNI) per capita is \$3,840. Top U.S. export categories were agricultural products, chemicals, fabricated metal products, machinery, and transportation equipment. Major U.S. imports from Tunisia included apparel, food products (mainly olive oil and dates), electronics, and electrical components. In 2021, high-tech products, electronics, and household appliances were the most popular product purchases online followed by clothes, fashion accessories, and beauty products. Over 98% of e-commerce transactions were carried out in the largest cities of Tunis, Sfax, Sousse, and Gabs.

Protecting Intellectual Property: Tunisia is a member of the World Intellectual Property Organization (WIPO), signatory to the Patent Cooperation Treaty, and party to the Madrid Protocol for the International Registration of Marks. Tunisia's various intellectual property laws enshrine the equal treatment of foreign registrants and Tunisian nationals. Registration and maintenance requirements for Tunisian patents, trademarks, and copyrights are straightforward and relatively inexpensive when compared to similar requirements in the United States. The creation of a specialized intellectual property court in 2014 employing judges and court clerks with specific training and expertise in handling intellectual property cases has also significantly increased the speed and quality of legal enforcement decisions for U.S. clients, with numerous high-profile wins for companies claiming trademark infringement in connection with counterfeit goods.



For more information see: www.trade.gov/country-commercial-guides/tunisia-market-overview and <https://ustr.gov/countries-regions/europe-middle-east/middle-eastnorth-africa/tunisia>

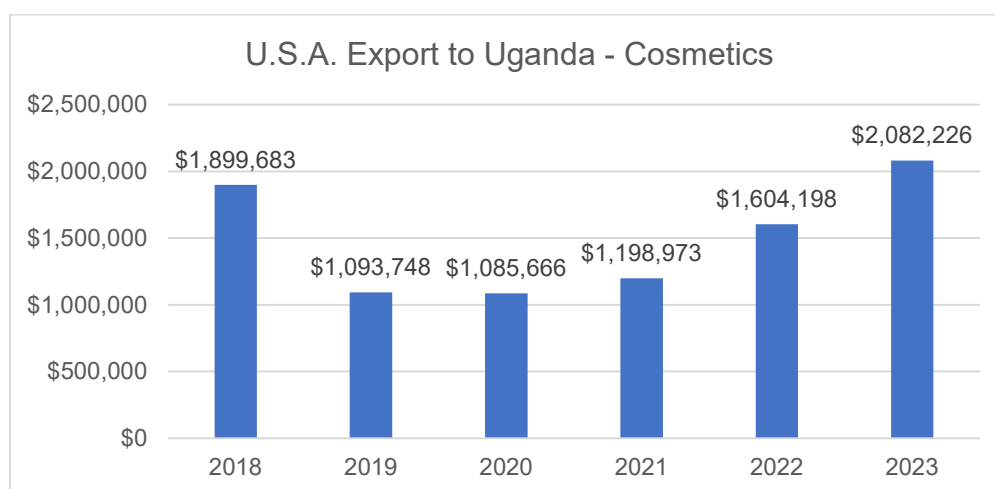


(Flag of Uganda) Uganda:

In 2023, the USA exported \$2,082,226 of cosmetics to Uganda. There is currently no data on Uganda's total imports of cosmetics.

Overall, the U.S. exported \$122 million worth of goods to Uganda in 2023 and imported \$116 million. Uganda's gross domestic product (GDP) is \$45,559 million and the gross national income (GNI) per capita is \$930. Uganda boasts a market-based economy rich in natural resources and one of the fastest growing and youngest populations in the world. With comparative advantages in agriculture and estimated recoverable oil reserves of over 1.4 billion barrels, with first oil expected in 2025, Uganda is seeing increasing interest among foreign investors. While use of an agent is not required, many U.S. businesses looking to access the Ugandan market enter into contractual agreements with local agents and distributors. A skilled agent will bring detailed knowledge of market conditions and solid connections with Ugandan government officials to ensure investors successfully navigate Uganda's cumbersome bureaucratic processes.

Protecting Intellectual Property: Ugandan law protects intellectual property rights, but the government rarely enforces laws aimed at preventing piracy and the distribution of counterfeit goods. While the URSB provides a standardized process for registering each type of intellectual property and allows investors to enforce their rights through the court system, enforcement remains weak. Uganda signed the World Intellectual Property Organization's (WIPO) Patent Law Treaty in 2000 but has yet to ratify it. Uganda is not listed on the United States Trade Representative Special 301 report or on the notorious market report. In August 2021, Uganda did adopt the African Regional Intellectual Property Organization (ARIPO)'s draft protocol on regional voluntary registration of Copyright and Related Rights. The Protocol was adopted by ARIPO member countries with the aim of ensuring African creators benefit from their creative works.



For more information see: <https://www.trade.gov/country-commercial-guides/uganda-market-overview> and <https://ustr.gov/countries-regions/africa/east-africa/uganda>

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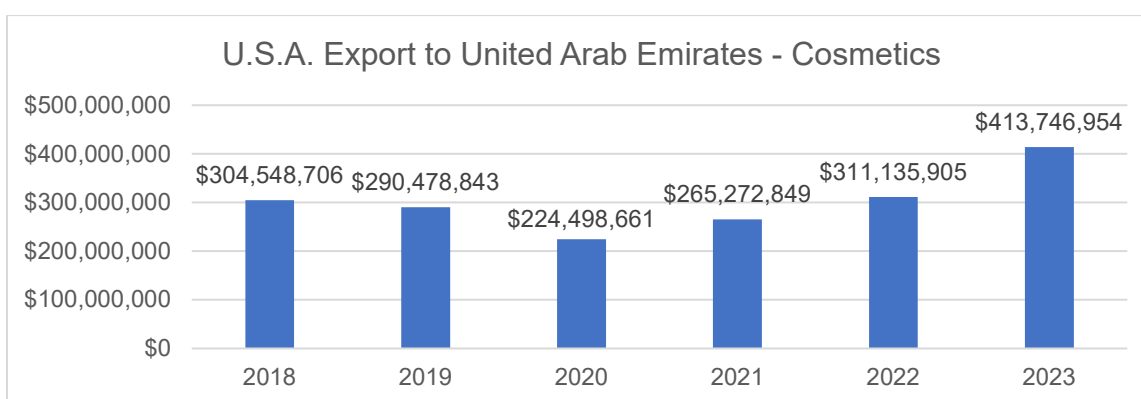


(Flag of United Arab Emirates) United Arab Emirates (UAE):

In 2023, the USA exported \$413,746,954 of cosmetics to the United Arab Emirates. By comparison, the UAE imported a total of \$1,306,947,444 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$24,857 million worth of goods to the UAE in 2023 and imported \$6,579 million. The UAE's gross domestic product (GDP) is \$507,535 million and the gross national income (GNI) per capita is \$48,950. The UAE government is taking vigorous measures against fake products and making the \$1.3 billion beauty and personal care product market more attractive for U.S. exporters with premium brands and valuable trademarks. A "zero-tolerance" policy against importers of counterfeit products is implemented through laws and regulations as well as inspections and cooperation with the registered brand owners. U.S. exporters should look carefully at potential opportunities in this market. The 9.9 million population of the UAE consists of 10% Emirati citizens and 90% of people other nationalities, creating a very diverse market. Consumer purchasing power is high due to per capita income levels. The UAE is a highly competitive market so a carefully prepared marketing strategy, including clear product differentiation and analysis of local culture, is important to successfully build a strong brand name. Like the rest of the world, social media and influencers marketing both have a strong presence among the UAE market consumers.

Protecting Intellectual Property: In 2018, the UAE was placed on the United States Trade Representative's (USTR) Special 301 Report Watch List for failing to provide adequate and effective protection and enforcement of Intellectual Property Rights (IPR). After making important improvements to its IPR protection and enforcement regime UAE was removed from the Special 301 Report in April 2021. The UAE continued to enhance their IPR regime in 2021 by passing three pieces of legislation to update their patent, trademark, copyright, industrial design and trade secret protections and enforcement mechanisms. In December 2021 the UAE joined the Madrid Protocol, a seminal international trademark treaty that lowers burdens for obtaining trademark rights in multiple countries.



For more information see: www.trade.gov/united-arab-emirates and <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa/united-arab-emirates>

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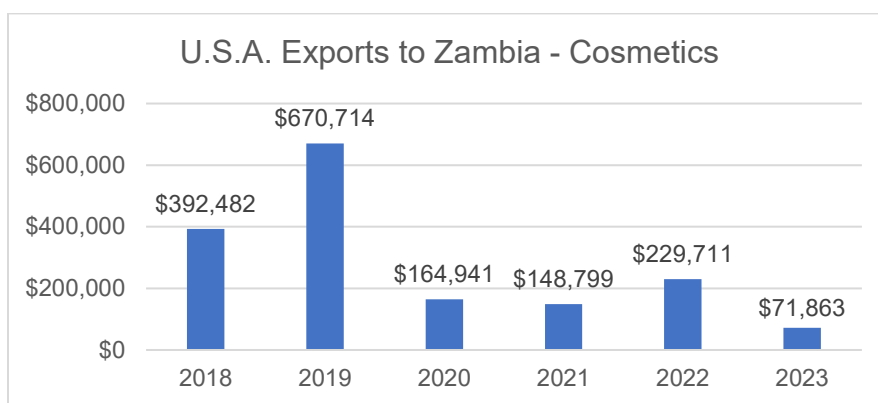


(Flag of Zambia) Zambia:

In 2023, the USA exported \$71,683 of cosmetics to Zambia. By comparison, Zambia imported a total of \$9,701,888 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$94 million worth of goods to Zambia in 2023 and imported \$153 million. Zambia's gross domestic product (GDP) is \$29,784 million and the gross national income (GNI) per capita is \$1,170. Zambia is a politically stable, multi-party democracy, rich in natural resources, with an estimated population of 18.38 million, 42 percent of which live in urban areas. While the country experienced two decades of positive economic growth and a corresponding expansion of the middle class, Zambia saw a 2.8 percent contraction in GDP in 2020 owing to a combination of unsustainable government debt, a series of droughts affecting agricultural production and power generation, and knock-on effects from the COVID-19 global pandemic. While estimates of trade in services are unavailable, Zambia relies heavily on the United States and Europe for exports of tourism services in extensive network of national parks and the United States is competitive in consulting and financial services. The U.S. has signed a trade and investment framework agreement with the Common Market for Eastern and Southern Africa (COMESA), of which Zambia is a member.

Protecting Intellectual Property: Intellectual property laws in Zambia cover domain names, traditional knowledge, transfer of technology, trademarks, patents, and copyrights, etc. Zambia is party to several international intellectual property agreements. The legal framework for trademark protection in Zambia is adequate; however, enforcement of intellectual property rights (IPR) is weak, and courts have little experience with commercial litigation. Zambia is a signatory to a number of international agreements on patents and intellectual property, including the World Intellectual Property Organization (WIPO) Paris Convention and Bern Convention, as well as the Universal Copyright Convention of UNESCO. Zambia is also a member of the African Regional Industrial Property Organization (ARIPO). The country is a signatory to the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which is an international legal agreement between all the member nations of the World Trade Organization.



For more information see: www.trade.gov/zambia and <https://ustr.gov/countries-regions/africa/southern-africa/zambia>

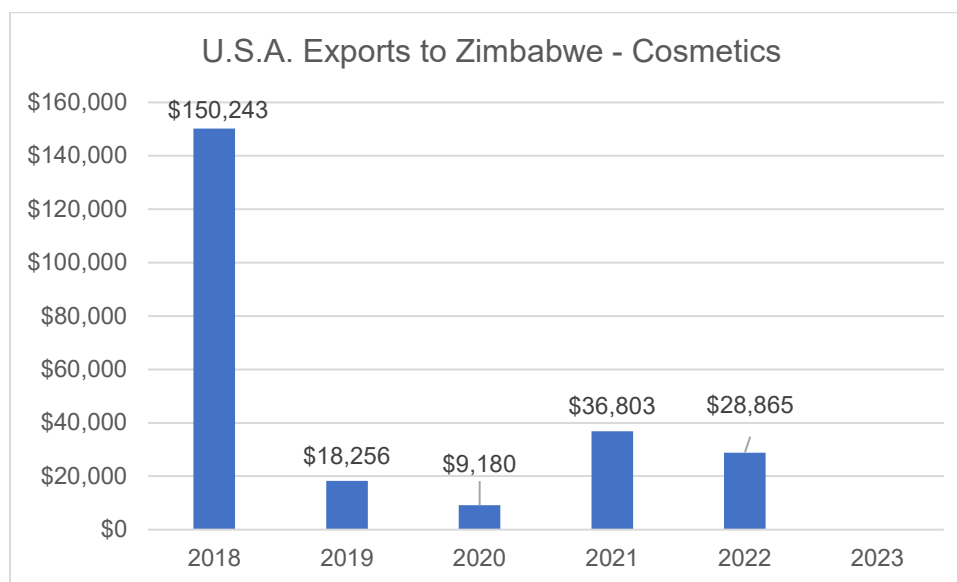


(Flag of Zimbabwe) Zimbabwe:

In 2022, the USA exported \$28,865 of cosmetics to Zimbabwe; no data is available for 2023. By comparison, Zimbabwe imported a total of \$7,858,590 in cosmetics from all countries in 2022, indicating potential market size for American cosmetics companies.

Overall, the U.S. exported \$38 million worth of goods to Zimbabwe in 2023 and imported \$115 million. gross domestic product (GDP) is \$27,366.63 million and the gross national income (GNI) per capita is \$1,500. Zimbabwe's skilled labor, high literacy rate (89 percent), mineral wealth, agricultural potential, bountiful wildlife, and stunning natural landscapes present many commercial opportunities for U.S. firms in the agriculture, mining, energy, infrastructure, health care, and tourism sectors. The future growth of market opportunities in Zimbabwe depends largely on whether the government follows through on long-promised political and economic reforms. To succeed, potential U.S. investors should consider partnering with local investors who know the market and understand Zimbabwe's business environment.

Protecting Intellectual Property: Zimbabwe applies international patent and trademark conventions, and it is a member of the World Intellectual Property Organization. Generally, the government seeks to honor intellectual property ownership and rights, although a lack of expertise and manpower, along with rampant corruption, limit its ability to enforce these obligations. Pirating of books, videos, music, and computer software is common.



For more information see: <https://www.trade.gov/zimbabwe> and <https://ustr.gov/countries-regions/africa/southern-africa/zimbabwe>