

Tissue and Hygiene in Cameroon

Market Direction | 2023-03-17 | 43 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

There is an overriding shift in demand away from imported to local brands across all tissue and hygiene categories. Imported brands are simply too expensive for Cameroonians with some selling at almost twice the price of local brands. Supply chain issues and maritime fees have led to significant unit price increases of imported brands, with lower product availability also pushing consumers towards local brands which are easier to obtain. While local players still import certain raw materials fro...

Euromonitor International's Tissue and Hygiene in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tissue and Hygiene in Cameroon
Euromonitor International
March 2023

List Of Contents And Tables

TISSUE AND HYGIENE IN CAMEROON

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2017-2022
Table 2 Infant Population 2017-2022
Table 3 Female Population by Age 2017-2022
Table 4 Total Population by Age 2017-2022
Table 5 Households 2017-2022
Table 6 Forecast Infant Population 2022-2027
Table 7 Forecast Female Population by Age 2022-2027
Table 8 Forecast Total Population by Age 2022-2027
Table 9 Forecast Households 2022-2027

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022
Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022
Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022
Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022
Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027
Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

SANITARY PROTECTION IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Anion sanitary towels gain appeal although premium price limits demand
Sanitary towels are dominant choice for females
Manufacturers focus on low-priced sanitary towels as price is major barrier to uptake

PROSPECTS AND OPPORTUNITIES

Education and improved awareness of menstrual hygiene central to future growth
Innovation to drive sales growth of sanitary towels
Social media offers strong potential to connect with consumers and bolster sales

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 21 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 22 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 23 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 24 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Softcare disrupts category as global brands lose share

Proliferation of disposable diapers as demand surges

Informal sales of disposable nappies/diapers constrains growth

PROSPECTS AND OPPORTUNITIES

Fast-paced working environments drive growth of disposable diapers due to convenience

Stronger preference for affordable nappies/diapers with improved absorption

Distribution of diapers/nappies through supermarkets to increase significantly

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN CAMEROON

2022 DEVELOPMENTS

Negligible category in 2022

PROSPECTS AND OPPORTUNITIES

Long-term growth potential from a low base

WIPES IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Link between diaper and baby wipes go hand in hand

Intimate wipes regarded as a luxury item for most women/girls

Cosmetic wipes face positive growth as facial make-up booms

PROSPECTS AND OPPORTUNITIES

Strong growth potential for organic wipes as health-concerns and incomes rise

Growing preference for baby wipes over cheaper substitutes as parents become more aware of hygiene and sensitive skin

Rising infant population to drive growth of baby wipes in the forecast period

CATEGORY DATA

Table 31 Retail Sales of Wipes by Category: Value 2017-2022

Table 32 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 33 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 34 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 35 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 36 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN CAMEROON

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cheaper disposable products drive growth in retail tissue

Jumbo rolls poised to be a game changer in paper towels

Handkerchiefs and face towels are constraint to facial tissue category

PROSPECTS AND OPPORTUNITIES

Disposable napkins poised to dominate retail tissue market in Cameroon by end of forecast period

Toilet paper improves status as necessity

Dusty atmosphere to drive growth of facial tissues

CATEGORY DATA

Table 37 Retail Sales of Tissue by Category: Value 2017-2022

Table 38 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 39 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 40 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 41 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 42 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tropical climate spurs demand for away-from-home boxed facial tissues

The proliferation of restaurants in Cameroon drives sales of away-from-home napkins

Absence of toilet paper in most public services limits growth potential of away-from-home toilet paper category

PROSPECTS AND OPPORTUNITIES

Limited future for away-from-home tissue & hygiene as players focus on retail

Growing demand for improved hygiene and sanitation across HORECA, health care, and businesses to add some impetus

CATEGORY DATA

Table 43 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 44 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 45 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 46 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 47 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 48 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

Tissue and Hygiene in Cameroon

Market Direction | 2023-03-17 | 43 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com