

Tissue and Hygiene in Cameroon

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

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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.

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Euromonitor International
March 2023

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