

Bath and Shower in Cameroon

Market Direction | 2023-06-05 | 21 pages | Euromonitor

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Report description:

Sales of hand sanitisers plunged in both value and volume terms in 2022 as most Cameroonians now consider them unnecessary or of low priority post pandemic. The prices of hand sanitisers surged as leading players cut down production in response to the falling demand. On average 250ml of hand sanitisers cost XAF1,200 for an economy brand. It would appear this is price is too steep for most Cameroonian consumers especially as the country continues to face tough economic hardship. Conversely, deman...

Euromonitor International's Bath and Shower 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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Demand for hand sanitisers continues to slow post pandemic while that of liquid soap remains muted

Strong and rising demand for bar soap containing medicated ingredients

The inability to sustain production volumes constrains growth of locally produced bath and shower products

PROSPECTS AND OPPORTUNITIES

New product launches with tailor-made ingredients drive the category over the forecast period

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