

Oral Care in Cameroon

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

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Report description:

The competitive environment in the oral care category in Cameroon is led by Colgate-Palmolive and Tropik Industries SA, the exclusive distributor of the Signal toothpaste and toothbrush in Cameroon. Colgate-Palmolive has intensified the competition through its introduction of a charcoal toothpaste available in two variants (Colgate Charbon Carvao and Colgate Natural Extracts with charcoal) and the Charcoal variant of the most popular toothbrush in Cameroon, Colgate Double Action, (dubbed double...

Euromonitor International's Oral Care 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral Care 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.

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ORAL CARE IN CAMEROON

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2022 DEVELOPMENTS

Colgate-Palmolive drives sales with its charcoal toothpaste and toothbrush variants

Sales of electric and power toothbrushes remain insignificant in the country due to their high prices

A strong preference for toothpicks is a significant constraint to sales growth of dental floss

PROSPECTS AND OPPORTUNITIES

Small local grocers characterises sales of oral care in Cameroon across the forecast period

A scarcity of tooth whiteners affords industry players an opportunity to introduce a tailored made brand to satisfy that need

Increased awareness of the importance of oral hygiene drives forecast period demand for oral care

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