

## **Bleach in Cameroon**

Market Direction | 2024-03-05 | 16 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Bleach remained a consolidated category in Cameroon in 2023, with La Croix from Colgate-Palmolive Co holding just under half of all share. Indeed, this historical dominance has been steadfast, owing to the brand's well-established presence and the solid reputation it has earned for delivering high-quality and highly effective bleach products. However, this long-standing supremacy now faces challenges from key competitors who, although they may not be in direct competition, have the capacity to s...

Euromonitor International's Bleach in Cameroon market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the Bleach 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### BLEACH IN CAMEROON

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small and affordable brands pose a share threat to leading La Croix

Bleach remains a key component in laundry handwashing in Cameroon

Bleach sold through formal channels continues to face competition from informal counterparts

#### PROSPECTS AND OPPORTUNITIES

Versatility and affordability of bleach set to support ongoing demand

Growing demand for bleach as a cost-effective surface disinfectant

Informal sales will continue to pose competition to bleach sold through formal channels

#### CATEGORY DATA

Table 1 Sales of Bleach: Value 2018-2023

Table 2 Sales of Bleach: % Value Growth 2018-2023

Table 3 NBO Company Shares of Bleach: % Value 2019-2023

Table 4 LBN Brand Shares of Bleach: % Value 2020-2023

Table 5 Forecast Sales of Bleach: Value 2023-2028

Table 6 Forecast Sales of Bleach: % Value Growth 2023-2028

### HOME CARE IN CAMEROON

#### EXECUTIVE SUMMARY

The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 7 Households 2018-2023

#### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## Bleach in Cameroon

Market Direction | 2024-03-05 | 16 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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	<input type="text" value="2025-05-03"/>
		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