

Retail Tissue in Cameroon

Market Direction | 2024-03-15 | 20 pages | Euromonitor

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Report description:

Prices of retail tissue products in Cameroon can vary significantly, depending on the outlet and location. For instance, the price difference for paper towel in local markets and supermarkets can be as much as 22%. Price is a key issue impacting all areas of retail tissue in Cameroon and has led to intense competition between local, imported, and private label brands. Leading player Sitracel SA, which has dominated the category for decades, has spearheaded the development of low-cost brands as c...

Euromonitor International's Retail Tissue 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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Paper napkins are a firm favourite, whilst facial tissues face challenges and toilet paper remains untapped

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