

Tissue and Hygiene in Cameroon

Market Direction | 2024-03-15 | 43 pages | Euromonitor

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Report description:

Despite a significant increase in awareness of personal health and hygiene, spurred notably by the pandemic, the tissue and hygiene market in Cameroon in 2023 has not experienced significant volume growth. In the retail tissue market, a recent report by the National Institute of Statistics reveals that only 66% of Cameroonians have access to improved toilet facilities. Shockingly, 42% of this population still relies on pit latrines. Alternatives to toilet paper, such as repurposed sheets from ol...

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 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: 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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Table of Contents:

Tissue and Hygiene in Cameroon
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List Of Contents And Tables

TISSUE AND HYGIENE IN CAMEROON

EXECUTIVE SUMMARY

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard towels with wings continue to hold a dominant position due to their affordability and familiarity

Empowering Cameroonian Women: NGOs spearhead initiatives to break barriers in menstrual health accessibility

Innovative advancements from leading player Sitracel SA

PROSPECTS AND OPPORTUNITIES

Advancing menstrual health education and access in Cameroon to drive demand for sanitary towels

Opportunity for diversification and innovation

Fostering menstrual equity: a call for government action

CATEGORY DATA

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Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 22 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 23 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating price trends and adaptive strategies amidst economic challenges in 2023

Increased demand for disposable nappies driven by rising number of young mothers

Early potty training impacts junior nappies/diapers

PROSPECTS AND OPPORTUNITIES

Expansion of the target market will drive growth

A call for sustainable solutions to address the diaper dilemma

Rising consciousness of infant wellbeing to further drive growth

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

WIPES IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby wipes continue to drive growth of personal wipes, with limited adoption of intimate wipes and modest growth for facial cleansing wipes

Widespread adoption of low-cost baby wipes due to ongoing inflation

Modern retail outlets emerge as the main distribution channels for intimate and facial cleansing wipes

PROSPECTS AND OPPORTUNITIES

Consumers set to prioritise price over sustainability in a challenging economic environment

Revolutionising beauty routines: the emergence of affordable and effective facial cleansing wipes

Niche market opportunities for intimate wipes in affluent urban areas

CATEGORY DATA

Table 31 Retail Sales of Wipes by Category: Value 2018-2023

Table 32 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 34 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 35 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 36 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant price variation depending on the outlet and location

Paper napkins are a firm favourite, whilst facial tissues face challenges and toilet paper remains untapped

Strategic partnerships, product innovations and sustainability initiatives

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PROSPECTS AND OPPORTUNITIES

Untapped growth opportunities

Increased demand for boxed facial tissues with rising car ownership

Increasing preference for locally-produced retail tissue products

CATEGORY DATA

Table 37 Retail Sales of Tissue by Category: Value 2018-2023

Table 38 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 40 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 41 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 42 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

AFH toilet paper's sharp decline impacts the AFH tissue and hygiene market

Blurred lines in the AFH tissue sector

Low public awareness and limited investment in away-from-home tissue constrains growth

PROSPECTS AND OPPORTUNITIES

Limited future for away-from-home tissue and hygiene as players focus on retail

Transformative strategies in Cameroon's nascent AFH sector

CATEGORY DATA

Table 43 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 44 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 45 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 46 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 47 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 48 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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