

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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