

Baby and Child-Specific Products in Cameroon

Market Direction | 2024-07-15 | 21 pages | Euromonitor

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Report description:

Baby and child-specific products in Cameroon during 2023 was driven by affordability and essential needs in the face of the country's hot climate. Baby wipes emerged as one of the fastest-growing categories. Improved affordability made baby wipes a more accessible option for parents. In addition, easy access across various retail channels further contributed to the surge in demand. Leading brands in this area include Softcare, Molfix, Bumble, Unihope, and Moby Bebe. Another key trend in 2023 was...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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