

Bath and Shower in Cameroon

Market Direction | 2024-07-15 | 22 pages | Euromonitor

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Report description:

Bar soap continued to be the reigning king in bath and shower in Cameroon in 2023, despite the growing availability of shower gels. This dominance is deeply rooted in cultural habits, highlighting the significant role it plays in shaping consumer preferences. The majority of Cameroonians remain loyal to bar soap, opting for either locally-produced "savon" or commercially available toilet soaps. This ingrained preference for bar soap is a consistent feature of daily life. Affordability is another...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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