

# Toilet Care in Cameroon

March 2024

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## Toilet Care in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care products continue to attract attention, in line with urbanisation  
Supermarkets cater to modern and niche demand products, such as toilet care  
Traditional cocktails of powdered bleach granules, water and handwash detergent, continue to prevail

#### PROSPECTS AND OPPORTUNITIES

Expansion of urban homes with modern toilets and water systems will support sales  
Competition from traditional toilet cleaning methods will continue  
Consumer education, advertising, and promotions needed to support growth

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