

Retail Tissue in Cameroon

March 2024

Table of Contents

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

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 1 - Retail Sales of Tissue by Category: Value 2018-2023

Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

Tissue and Hygiene in Cameroon - Industry Overview

EXECUTIVE SUMMARY

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

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