

Dishwashing in Cameroon

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Hand dishwashing dominates in Cameroonian households
- Cheaper artisan liquid detergents aim to compete with the branded names
- Offline and traditional grocers' channels remain important for dishwashing

PROSPECTS AND OPPORTUNITIES

- Booming growth in Cameroon's foodservice sector will help to drive demand for liquid dishwashing products
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DISCLAIMER

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