

Adult Mouth Care in Cameroon

<https://marketpublishers.com/r/A09523AF455EN.html>

Date: August 2013

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: A09523AF455EN

Abstracts

Current value sales of adult mouth care products in Cameroon were up by 5% to reach CFAF40 million in 2012. There is growing demand for such products as more Cameroonians take oral health more seriously and proactively. Although this began with upper-income consumers, middle-income consumers are increasingly using mouthwash treatments for minor ailments.

Euromonitor International's Adult Mouth Care 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 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Adult Mouth Care 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Adult Mouth Care: Value 2007-2012

Table 2 Sales of Adult Mouth Care: % Value Growth 2007-2012

Table 3 Adult Mouth Care Company Shares 2008-2012

Table 4 Adult Mouth Care Brand Shares 2009-2012

Table 5 Forecast Sales of Adult Mouth Care: Value 2012-2017

Table 6 Forecast Sales of Adult Mouth Care: % Value Growth 2012-2017

Executive Summary

Consumer Health Maintains Solid Performance Over Review Period

Self-medication Continues To Grow Despite Medical Insurance Availability

International Brands Continue To Lead Consumer Health Environment

Independent Chemists/pharmacies Continue To Lead Sales

Forecast Performance Expected To Be Stronger

Key Trends and Developments

Growing Population Results in Increased Demand

Self-medication Continues To Increase Among Middle-income Earners

Illicit Sales of Drugs Continues To Thrive on Consumer Price Sensitivity

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services 2007-2012

Table 8 Life Expectancy at Birth 2007-2012

Market Data

Table 9 Sales of Consumer Health by Category: Value 2007-2012

Table 10 Sales of Consumer Health by Category: % Value Growth 2007-2012

Table 11 Consumer Health Company Shares 2008-2012

Table 12 Consumer Health Brand Shares 2009-2012

Table 13 Sales of Consumer Health by Distribution Format: % Analysis 2007-2012

Table 14 Sales of Consumer Health by Category and Distribution Format: % Analysis 2012

Table 15 Forecast Sales of Consumer Health by Category: Value 2012-2017

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2012-2017

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements' Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Sources

Summary 1 Research Sources

I would like to order

Product name: Adult Mouth Care in Cameroon

Product link: <https://marketpublishers.com/r/A09523AF455EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A09523AF455EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970