

Complexe Chimique Industriel du Cameroun in Home Care (Cameroon)

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Abstracts

Complexe Chimique Industriel du Cameroun (CCIC) is expected to see a strong performance in home care in the forecast period and could well further gain share. The company's sales are likely to be supported by its well-trusted Savon Azur brand in bar detergents, which will attract more consumers as disposable income levels rise. The company is likely to join the trend of powder detergent manufacturing over the forecast period.

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