

Consumer Health in Cameroon

<https://marketpublishers.com/r/C0D8211E5E7EN.html>

Date: January 2024

Pages: 68

Price: US\$ 2,650.00 (Single User License)

ID: C0D8211E5E7EN

Abstracts

Cameroon was not as affected by the energy crisis stemming from the war in Ukraine as many other countries. Rising global energy prices gave a boost to government coffers and helped stabilise the economy. However, ongoing civil conflict, as well as widespread poverty, restrained growth somewhat. With this background, consumer health registered a moderate increase in current values sales, supported by a continuing growing population and the necessity of many products within consumer health.

Euromonitor International's Consumer Health 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

Get a detailed picture of the Consumer Health 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Consumer Health in Cameroon
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

CONSUMER HEALTH IN CAMEROON
EXECUTIVE SUMMARY
Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources
ANALGESICS IN CAMEROON
KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate value growth driven by self-medication trend
International companies continue to dominate analgesics in 2023
Illicit trade and analgesic abuse rampant

PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period
Consumers remain price sensitive
Age-related health concerns drive growth

CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2018-2023
Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023
Table 14 NBO Company Shares of Analgesics: % Value 2019-2023
Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023
Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028
Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN CAMEROON
KEY DATA FINDINGS

2023 DEVELOPMENTS

Home-made remedies continue to be popular
International brands continue to lead in 2023
Abuse of cough medications on the rise

PROSPECTS AND OPPORTUNITIES

Air pollution and climate change factors in driving growth
Health care professionals key contact point for brand success
Government aims to boost local production

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023
Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023
Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Contaminated drinking water contributes to digestive problems

Modern lifestyles drive demand for digestive remedies

International players continue to lead

PROSPECTS AND OPPORTUNITIES

Continued demand for digestive remedies

Consumer awareness of digestive remedies increases

Ageing population will drive growth for digestive remedies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuing prevalence of common skin conditions drives volume sales

Stigma around skin infections continue to exist

Multinationals still dominate

PROSPECTS AND OPPORTUNITIES

Continuing decline for skin lightening products

Haemorrhoid treatments and vaginal antifungals remain taboo

Image consciousness of the younger generations boosts demand over forecast period

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023

Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 34 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

WOUND CARE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care witnesses slow growth

Less expensive brands gain value share

Pricing key driver of value sales

PROSPECTS AND OPPORTUNITIES

Muted constant value growth in what is a staid product area

Increasing divergence of wound care

Opportunity to further educate consumers about wound care

CATEGORY DATA

Table 36 Sales of Wound Care by Category: Value 2018-2023

Table 37 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Wound Care: % Value 2019-2023

Table 39 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 40 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower growth as vitamins stabilise post pandemic

Pharmacies remain leading channel of distribution

Multinationals continue to dominate

PROSPECTS AND OPPORTUNITIES

Moderate value and volume growth over the forecast period

Supermarkets provide new opportunities for brands

Further segmentation in multivitamins

CATEGORY DATA

Table 42 Sales of Vitamins by Category: Value 2018-2023

Table 43 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 44 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 45 NBO Company Shares of Vitamins: % Value 2019-2023

Table 46 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 47 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 48 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slows post pandemic

Lack of awareness about dietary supplements among consumers

Multinationals continue to dominate

PROSPECTS AND OPPORTUNITIES

Increased awareness and population changes will promote growth

Medical professionals play a strong role in brand success

Fortified foods a potential threat to dietary supplements

CATEGORY DATA

Table 49 Sales of Dietary Supplements by Category: Value 2018-2023

Table 50 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 51 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 52 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 53 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 54 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 55 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

High rate of obesity drives growth

Slimming teas most widely available product

Illicit trade dampens volume sales

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Shift in focus from losing weight to being healthy

Continuing challenges to growth

CATEGORY DATA

Table 56 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN CAMEROON**2023 DEVELOPMENTS****HERBAL/TRADITIONAL PRODUCTS IN CAMEROON****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Herbal/traditional product less popular among younger generation

Product area hindered by lack of official recognition

Direct sellers key distributor

PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Informal sector continues to dampen value sales

Need for stricter regulation

CATEGORY DATA

Table 62 Sales of Herbal/Traditional Products: Value 2018-2023

Table 63 Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 64 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 65 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 66 Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 67 Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN CAMEROON**KEY DATA FINDINGS****2023 DEVELOPMENTS**

Essential consumer health products most popular

Affordable and trustworthy brands are the most popular

Pharmacies remain the most popular retail channel in 2023

PROSPECTS AND OPPORTUNITIES

Rising household incomes supports growth

High rate of malnutrition provides opportunities for affordable vitamins and dietary supplements

Increasing visibility of paediatric consumer health products will support growth

CATEGORY DATA

Table 68 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 69 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 70 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 71 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Health in Cameroon

Product link: <https://marketpublishers.com/r/C0D8211E5E7EN.html>

Price: US\$ 2,650.00 (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/C0D8211E5E7EN.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