

# Home Care in Cameroon

<https://marketpublishers.com/r/H8372DC2B3CEN.html>

Date: March 2024

Pages: 58

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

ID: H8372DC2B3CEN

## Abstracts

Home care was experiencing a stabilisation effect in Cameroon in 2023, following a substantial escalation in unit prices in 2022, primarily attributed to inflationary pressures and supply chain challenges, notably affecting categories such as bar detergents and shoe polish. However, the industry has, to some extent, achieved a semblance of stability through 2023.

Euromonitor International's Home Care in Cameroon market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

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

## Contents

Home Care in Cameroon  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

HOME CARE IN CAMEROON  
EXECUTIVE SUMMARY  
The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### LAUNDRY CARE IN CAMEROON

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Traditional formats and handwashing remain popular, with automatic laundry care mostly attributed to professional laundry services

A dichotomy in automatic washing machines – professional laundry outlets flourish, as household demand remains modest

Relatively new entrant Hoka Industrie continues to grow its share, while Capital Trading's Saba declines

#### **PROSPECTS AND OPPORTUNITIES**

Potentially optimistic outlook for automatic laundry care ahead

Small pouch formats in handwash detergents will remain popular

Powder laundry care detergents to maintain prevalence in Cameroon laundry care

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2018-2023

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### **DISHWASHING IN CAMEROON**

#### **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

Domestic players poised for further success in dishwashing, due to affordability and import-substitution policy

Transitioning to liquid soap detergents: a safer and more effective approach to

dishwashing

## CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

## CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN CAMEROON

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Multi-purpose cleaners attract attention due to cost-effectiveness and versatility

Declining hygiene concerns and abundance of cleaning alternatives suppress sales in homecare disinfectants

Urban expansion sparks growth opportunities for bathroom cleaners, midst local challenges

## PROSPECTS AND OPPORTUNITIES

Untapped potential remains for surface care in Cameroon

Hygiene awareness, product diversity, and domestic advancements set to support ongoing growth

Supermarkets focus on contemporary surface care products

## CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN CAMEROON

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Small and affordable brands pose a share threat to leading La Croix  
Bleach remains a key component in laundry handwashing in Cameroon  
Bleach sold through formal channels continues to face competition from informal counterparts

### PROSPECTS AND OPPORTUNITIES

Versatility and affordability of bleach set to support ongoing demand  
Growing demand for bleach as a cost-effective surface disinfectant  
Informal sales will continue to pose competition to bleach sold through formal channels

### CATEGORY DATA

Table 41 Sales of Bleach: Value 2018-2023  
Table 42 Sales of Bleach: % Value Growth 2018-2023  
Table 43 NBO Company Shares of Bleach: % Value 2019-2023  
Table 44 LBN Brand Shares of Bleach: % Value 2020-2023  
Table 45 Forecast Sales of Bleach: Value 2023-2028  
Table 46 Forecast Sales of Bleach: % Value Growth 2023-2028

### TOILET CARE IN CAMEROON

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Toilet care products continue to attract attention, in line with urbanisation  
Supermarkets cater to modern and niche demand products, such as toilet care  
Traditional cocktails of powdered bleach granules, water and handwash detergent, continue to prevail

### PROSPECTS AND OPPORTUNITIES

Expansion of urban homes with modern toilets and water systems will support sales  
Competition from traditional toilet cleaning methods will continue  
Consumer education, advertising, and promotions needed to support growth

### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2018-2023  
Table 48 Sales of Toilet Care by Category: % Value Growth 2018-2023  
Table 49 NBO Company Shares of Toilet Care: % Value 2019-2023  
Table 50 LBN Brand Shares of Toilet Care: % Value 2020-2023  
Table 51 Forecast Sales of Toilet Care by Category: Value 2023-2028  
Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

### POLISHES IN CAMEROON

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Shoe polish maintains dominance, furniture polish emerges, and floor polish remains uninteresting

Students support the shoe polish industry in Cameroon

Cameroon's import-substitution policy creates challenge for imported polishes

### PROSPECTS AND OPPORTUNITIES

A glimmer of hope for furniture polish – embracing contemporary wooden furniture

Traditional outlets focus on shoe polish, while supermarkets offer more modern polishes

Kiwi set to face cannibalisation of share ahead

### CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2018-2023

Table 54 Sales of Polishes by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Polishes: % Value 2019-2023

Table 56 LBN Brand Shares of Polishes: % Value 2020-2023

Table 57 Forecast Sales of Polishes by Category: Value 2023-2028

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

### AIR CARE IN CAMEROON

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Sales in air care remain driven by the popularity of spray/aerosol air fresheners

Gel air fresheners prove popular among car owners

Economic hardship fuels illicit sales in air care

### PROSPECTS AND OPPORTUNITIES

Key factors set to fuel growth in air care over the forecast period

Emergence of electric air fresheners expected

Introducing novel air fresheners to Cameroonian youth – specifically university students

### CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2018-2023

Table 60 Sales of Air Care by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Air Care: % Value 2019-2023

Table 62 LBN Brand Shares of Air Care: % Value 2020-2023

Table 63 Forecast Sales of Air Care by Category: Value 2023-2028

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

### HOME INSECTICIDES IN CAMEROON

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Spray/aerosol insecticides remain the most popular format

The ascendance of mosquito nets presents a challenge to home insecticides

Consolidation mainly between big name brands

## PROSPECTS AND OPPORTUNITIES

'Made in Cameroon' labelling could help to attract consumers

Persisting urban congestion and inadequate waste management catalyst ongoing demand

Cultivated low tolerance for pests to propel sales

## CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2018-2023

Table 66 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 68 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 69 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## I would like to order

Product name: Home Care in Cameroon

Product link: <https://marketpublishers.com/r/H8372DC2B3CEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H8372DC2B3CEN.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