

Sanitary Protection in Cameroon

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Abstracts

Sanitary protection performed strongly in 2017, amidst a highly competitive environment. Most products are classified as essential by many women, many of whom remain very price-sensitive due to their lower employment opportunities. However, there are strong retail volume growth opportunities due to the sheer size of the potential market. The per capita consumption of sanitary protection remained low among 12-54-year-old females in 2017. However, high unmet potential and the improving social and...

Euromonitor International's Sanitary Protection 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 2013-2017, 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, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

Why buy this report?

Get a detailed picture of the Sanitary Protection 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.

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