

# Sanitary Protection in Cameroon

<https://marketpublishers.com/r/S060E8877F2EN.html>

Date: March 2018

Pages: 15

Price: US\$ 990.00 (Single User License)

ID: S060E8877F2EN

## 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.

## Contents

### Headlines

### Prospects

Sanitary Protection Continues To Grow Amidst Consumer Price-sensitivity

Consumers Favour Standard Towels With Wings

Low Product Innovation Hampers Growth

Competitive Landscape

Sitracel Remains the Leading Player

Low Innovation Weakens Appeal of Local Products

Growth Opportunities Remain Strong Over the Forecast Period

### Category Data

Table 1 Retail Sales of Sanitary Protection by Category: Value 2012-2017

Table 2 Retail Sales of Sanitary Protection by Category: % Value Growth 2012-2017

Table 3 NBO Company Shares of Retail Sanitary Protection: % Value 2013-2017

Table 4 LBN Brand Shares of Retail Sanitary Protection: % Value 2014-2017

Table 5 Forecast Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 6 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

### Executive Summary

Tissue and Hygiene Records Stronger Value Growth As Consumer Spending Increases

Market Development Boosts Product Offer and Availability

International Players Dominate Tissue and Hygiene in Cameroon

Retail Development Strengthens Domestic Brands

Tissue and Hygiene Is Set To Register Faster Value Growth Over the Forecast Period

### Market Indicators

Table 7 Birth Rates 2012-2017

Table 8 Infant Population 2012-2017

Table 9 Female Population by Age 2012-2017

Table 10 Total Population by Age 2012-2017

Table 11 Households 2012-2017

Table 12 Forecast Infant Population 2017-2022

Table 13 Forecast Female Population by Age 2017-2022

Table 14 Forecast Total Population by Age 2017-2022

Table 15 Forecast Households 2017-2022

### Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2012-2017

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2012-2017

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2013-2017

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2014-2017

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2012-2017

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2012-2017

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2017

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

## I would like to order

Product name: Sanitary Protection in Cameroon

Product link: <https://marketpublishers.com/r/S060E8877F2EN.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](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/S060E8877F2EN.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