

Weight Management in Cameroon

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Abstracts

With an improved economy and rising incomes for the Cameroonian middle class, weight management products registered stronger growth in 2015, with many consumers feeling more able to spend money on what may be considered non-essential products. Increased Westernisation and rising health awareness also continued to drive growth amidst cultural changes in terms of nutrition and fashion trends. The growing Western influence on teenagers and young adults in Cameroon is making it more desirable for...

Euromonitor International's Weight Management 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 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Meal Replacement Slimming, OTC Obesity, Other Slimming Products, Slimming Teas, Weight Loss Supplements.

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

Why buy this report?

Get a detailed picture of the Weight Management 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

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Weight Management by Category: Value 2010-2015

Table 2 Sales of Weight Management by Category: % Value Growth 2010-2015

Table 3 Forecast Sales of Weight Management by Category: Value 2015-2020

Table 4 Forecast Sales of Weight Management by Category: % Value Growth 2015-2020

Executive Summary

Positive Economic Growth Boosts the Performance of Consumer Health

Increasing Product Availability Drives Sales of OTC Products

Local Brands Continue To Struggle for Market Share

Independent Chemists/pharmacies Lead Sales

Growth Expected To Increase Over Forecast Period

Key Trends and Developments

the Growing Economy Is Boosting Consumer Expenditure

Inadequate Levels of Advertising Hamper Full Market Growth Potential

Market Indicators

Table 5 Consumer Expenditure on Health Goods and Medical Services: Value 2010-2015

Table 6 Life Expectancy at Birth 2010-2015

Market Data

Table 7 Sales of Consumer Health by Category: Value 2010-2015

Table 8 Sales of Consumer Health by Category: % Value Growth 2010-2015

Table 9 NBO Company Shares of Consumer Health: % Value 2011-2015

Table 10 LBN Brand Shares of Consumer Health: % Value 2012-2015

Table 11 Distribution of Consumer Health by Format: % Value 2010-2015

Table 12 Distribution of Consumer Health by Format and Category: % Value 2015

Table 13 Forecast Sales of Consumer Health by Category: Value 2015-2020

Table 14 Forecast Sales of Consumer Health by Category: % Value Growth 2015-2020

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Summary 1 OTC: Switches 2013-2015

Sources

Summary 2 Research Sources

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