



# Wipes in Cameroon

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Baby wipes continue to drive growth of personal wipes, with limited adoption of intimate wipes and modest growth for facial cleansing wipes  
Widespread adoption of low-cost baby wipes due to ongoing inflation  
Modern retail outlets emerge as the main distribution channels for intimate and facial cleansing wipes

### PROSPECTS AND OPPORTUNITIES

Consumers set to prioritise price over sustainability in a challenging economic environment  
Revolutionising beauty routines: the emergence of affordable and effective facial cleansing wipes  
Niche market opportunities for intimate wipes in affluent urban areas

### CATEGORY DATA

- Table 1 - Retail Sales of Wipes by Category: Value 2018-2023
- Table 2 - Retail Sales of Wipes by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Retail Wipes: % Value 2019-2023
- Table 4 - LBN Brand Shares of Retail Wipes: % Value 2020-2023
- Table 5 - Forecast Retail Sales of Wipes by Category: Value 2023-2028
- Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Cameroon - Industry Overview

### EXECUTIVE SUMMARY

- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for tissue and hygiene?

### MARKET INDICATORS

- Table 7 - Birth Rates 2018-2023
- Table 8 - Infant Population 2018-2023
- Table 9 - Female Population by Age 2018-2023
- Table 10 - Total Population by Age 2018-2023
- Table 11 - Households 2018-2023
- Table 12 - Forecast Infant Population 2023-2028
- Table 13 - Forecast Female Population by Age 2023-2028
- Table 14 - Forecast Total Population by Age 2023-2028
- Table 15 - Forecast Households 2023-2028

### MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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### SOURCES

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