



Euromonitor
International

Retail Tissue in Cameroon

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Retail Tissue in Cameroon - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant price variation depending on the outlet and location

Paper napkins are a firm favourite, whilst facial tissues face challenges and toilet paper remains untapped

Strategic partnerships, product innovations and sustainability initiatives

PROSPECTS AND OPPORTUNITIES

Untapped growth opportunities

Increased demand for boxed facial tissues with rising car ownership

Increasing preference for locally-produced retail tissue products

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