

# Home Care in Cameroon

March 2024

Table of Contents

## Home Care in Cameroon

### EXECUTIVE SUMMARY

The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 1 - Households 2018-2023

### MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

Table 8 - Distribution of Home Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Air Care in Cameroon

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales in air care remain driven by the popularity of spray/aerosol air fresheners

Gel air fresheners prove popular among car owners

Economic hardship fuels illicit sales in air care

### PROSPECTS AND OPPORTUNITIES

Key factors set to fuel growth in air care over the forecast period

Emergence of electric air fresheners expected

Introducing novel air fresheners to Cameroonian youth – specifically university students

### CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Air Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 15 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Bleach in Cameroon

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Small and affordable brands pose a share threat to leading La Croix  
Bleach remains a key component in laundry handwashing in Cameroon  
Bleach sold through formal channels continues to face competition from informal counterparts

#### PROSPECTS AND OPPORTUNITIES

Versatility and affordability of bleach set to support ongoing demand  
Growing demand for bleach as a cost-effective surface disinfectant  
Informal sales will continue to pose competition to bleach sold through formal channels

#### CATEGORY DATA

Table 17 - Sales of Bleach: Value 2018-2023  
Table 18 - Sales of Bleach: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Bleach: % Value 2019-2023  
Table 20 - LBN Brand Shares of Bleach: % Value 2020-2023  
Table 21 - Forecast Sales of Bleach: Value 2023-2028  
Table 22 - Forecast Sales of Bleach: % Value Growth 2023-2028

#### Dishwashing in Cameroon

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Hand dishwashing dominates in Cameroonian households  
Cheaper artisan liquid detergents aim to compete with the branded names  
Offline and traditional grocers' channels remain important for dishwashing

#### PROSPECTS AND OPPORTUNITIES

Booming growth in Cameroon's foodservice sector will help to drive demand for liquid dishwashing products  
Domestic players poised for further success in dishwashing, due to affordability and import-substitution policy  
Transitioning to liquid soap detergents: a safer and more effective approach to dishwashing

#### CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2018-2023  
Table 25 - Sales of Dishwashing by Category: % Value Growth 2018-2023  
Table 26 - NBO Company Shares of Dishwashing: % Value 2019-2023  
Table 27 - LBN Brand Shares of Dishwashing: % Value 2020-2023  
Table 28 - Forecast Sales of Dishwashing by Category: Value 2023-2028  
Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

#### Home Insecticides in Cameroon

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Spray/aerosol insecticides remain the most popular format  
The ascendance of mosquito nets presents a challenge to home insecticides  
Consolidation mainly between big name brands

#### PROSPECTS AND OPPORTUNITIES

"Made in Cameroon" labelling could help to attract consumers  
Persisting urban congestion and inadequate waste management catalyst ongoing demand  
Cultivated low tolerance for pests to propel sales

## CATEGORY DATA

Table 30 - Sales of Home Insecticides by Category: Value 2018-2023

Table 31 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 32 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 33 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 34 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## Laundry Care in Cameroon

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Traditional formats and handwashing remain popular, with automatic laundry care mostly attributed to professional laundry services

A dichotomy in automatic washing machines – professional laundry outlets flourish, as household demand remains modest

Relatively new entrant Hoka Industrie continues to grow its share, while Capital Trading's Saba declines

### PROSPECTS AND OPPORTUNITIES

Potentially optimistic outlook for automatic laundry care ahead

Small pouch formats in handwash detergents will remain popular

Powder laundry care detergents to maintain prevalence in Cameroon laundry care

### CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2018-2023

## CATEGORY DATA

Table 37 - Sales of Laundry Care by Category: Value 2018-2023

Table 38 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 39 - Sales of Laundry Aids by Category: Value 2018-2023

Table 40 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 43 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 44 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 45 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 46 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 47 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 49 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Polishes in Cameroon

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shoe polish maintains dominance, furniture polish emerges, and floor polish remains uninteresting

Students support the shoe polish industry in Cameroon

Cameroon's import-substitution policy creates challenge for imported polishes

### PROSPECTS AND OPPORTUNITIES

A glimmer of hope for furniture polish – embracing contemporary wooden furniture

Traditional outlets focus on shoe polish, while supermarkets offer more modern polishes

Kiwi set to face cannibalisation of share ahead

## CATEGORY DATA

Table 51 - Sales of Polishes by Category: Value 2018-2023

Table 52 - Sales of Polishes by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Polishes: % Value 2019-2023

Table 54 - LBN Brand Shares of Polishes: % Value 2020-2023

Table 55 - Forecast Sales of Polishes by Category: Value 2023-2028

Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## Surface Care in Cameroon

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Multi-purpose cleaners attract attention due to cost-effectiveness and versatility

Declining hygiene concerns and abundance of cleaning alternatives suppress sales in homecare disinfectants

Urban expansion sparks growth opportunities for bathroom cleaners, midst local challenges

### PROSPECTS AND OPPORTUNITIES

Untapped potential remains for surface care in Cameroon

Hygiene awareness, product diversity, and domestic advancements set to support ongoing growth

Supermarkets focus on contemporary surface care products

## CATEGORY DATA

Table 57 - Sales of Surface Care by Category: Value 2018-2023

Table 58 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 61 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 62 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 63 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Toilet Care in Cameroon

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care products continue to attract attention, in line with urbanisation

Supermarkets cater to modern and niche demand products, such as toilet care

Traditional cocktails of powdered bleach granules, water and handwash detergent, continue to prevail

### PROSPECTS AND OPPORTUNITIES

Expansion of urban homes with modern toilets and water systems will support sales

Competition from traditional toilet cleaning methods will continue

Consumer education, advertising, and promotions needed to support growth

## CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2018-2023

Table 66 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 67 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 69 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-in-cameroon/report](http://www.euromonitor.com/home-care-in-cameroon/report).