

Laundry Care in Cameroon

March 2024

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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

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DISCLAIMER

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