

# Wipes in Cameroon

March 2024

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# Wipes in Cameroon - Category analysis

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#### 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

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