

# Consumer Health in Cameroon

January 2024

Table of Contents

#### Consumer Health in Cameroon

# **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

# DISCLAIMER

# **DEFINITIONS**

#### **SOURCES**

Summary 1 - Research Sources

# Analgesics in Cameroon

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Moderate value growth driven by self-medication trend

International companies continue to dominate analgesics in 2023

Illicit trade and analgesic abuse rampant

## PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period

Consumers remain price sensitive

Age-related health concerns drive growth

## **CATEGORY DATA**

Table 12 - Sales of Analgesics by Category: Value 2018-2023

Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023

- Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023
- Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028
- Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

# Cough, Cold and Allergy (Hay Fever) Remedies in Cameroon

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Home-made remedies continue to be popular International brands continue to lead in 2023 Abuse of cough medications on the rise

# PROSPECTS AND OPPORTUNITIES

Air pollution and climate change factors in driving growth Health care professionals key contact point for brand success Government aims to boost local production

#### CATEGORY DATA

- Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023
- Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023
- Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023
- Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023
- Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028
- Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

#### Dermatologicals in Cameroon

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Continuing prevalence of common skin conditions drives volume sales Stigma around skin infections continue to exist Multinationals still dominate

# PROSPECTS AND OPPORTUNITIES

Continuing decline for skin lightening products

Haemorrhoid treatments and vaginal antifungals remain taboo

Image consciousness of the younger generations boosts demand over forecast period

# **CATEGORY DATA**

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

# Digestive Remedies in Cameroon

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Contaminated drinking water contributes to digestive problems Modern lifestyles drive demand for digestive remedies International players continue to lead

#### PROSPECTS AND OPPORTUNITIES

Continued demand for digestive remedies

Consumer awareness of digestive remedies increases

Ageing population will drive growth for digestive remedies

#### **CATEGORY DATA**

- Table 30 Sales of Digestive Remedies by Category: Value 2018-2023
- Table 31 Sales of Digestive Remedies by Category: % Value Growth 2018-2023
- Table 32 NBO Company Shares of Digestive Remedies: % Value 2019-2023
- Table 33 LBN Brand Shares of Digestive Remedies: % Value 2020-2023
- Table 34 Forecast Sales of Digestive Remedies by Category: Value 2023-2028
- Table 35 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

## Wound Care in Cameroon

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Wound care witnesses slow growth

Less expensive brands gain value share

Pricing key driver of value sales

# PROSPECTS AND OPPORTUNITIES

Muted constant value growth in what is a staid product area

Increasing divergence of wound care

Opportunity to further educate consumers about wound care

# CATEGORY DATA

- Table 36 Sales of Wound Care by Category: Value 2018-2023
- Table 37 Sales of Wound Care by Category: % Value Growth 2018-2023
- Table 38 NBO Company Shares of Wound Care: % Value 2019-2023
- Table 39 LBN Brand Shares of Wound Care: % Value 2020-2023
- Table 40 Forecast Sales of Wound Care by Category: Value 2023-2028
- Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

# Dietary Supplements in Cameroon

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Growth slows post pandemic

Lack of awareness about dietary supplements among consumers

Multinationals continue to dominate

# PROSPECTS AND OPPORTUNITIES

Increased awareness and population changes will promote growth

Medical professionals play a strong role in brand success

Fortified foods a potential threat to dietary supplements

# **CATEGORY DATA**

Table 42 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 43 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 44 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

- Table 45 NBO Company Shares of Dietary Supplements: % Value 2019-2023
- Table 46 LBN Brand Shares of Dietary Supplements: % Value 2020-2023
- Table 47 Forecast Sales of Dietary Supplements by Category: Value 2023-2028
- Table 48 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

#### Vitamins in Cameroon

#### **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Slower growth as vitamins stabilise post pandemic

Pharmacies remain leading channel of distribution

Multinationals continue to dominate

## PROSPECTS AND OPPORTUNITIES

Moderate value and volume growth over the forecast period

Supermarkets provide new opportunities for brands

Further segmentation in multivitamins

#### **CATEGORY DATA**

- Table 49 Sales of Vitamins by Category: Value 2018-2023
- Table 50 Sales of Vitamins by Category: % Value Growth 2018-2023
- Table 51 Sales of Multivitamins by Positioning: % Value 2018-2023
- Table 52 NBO Company Shares of Vitamins: % Value 2019-2023
- Table 53 LBN Brand Shares of Vitamins: % Value 2020-2023
- Table 54 Forecast Sales of Vitamins by Category: Value 2023-2028
- Table 55 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

# Weight Management and Wellbeing in Cameroon

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

High rate of obesity drives growth

Slimming teas most widely available product

Illicit trade dampens volume sales

# PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Shift in focus from losing weight to being healthy

Continuing challenges to growth

# CATEGORY DATA

- Table 56 Sales of Weight Management and Wellbeing by Category: Value 2018-2023
- Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
- Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
- Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
- Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
- Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

# Herbal/Traditional Products in Cameroon

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Herbal/traditional product less popular among younger generation

Product area hindered by lack of official recognition

Direct sellers key distributor

#### PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Informal sector continues to dampen value sales

Need for stricter regulation

### **CATEGORY DATA**

Table 62 - Sales of Herbal/Traditional Products: Value 2018-2023

Table 63 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 64 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 65 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 66 - Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 67 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

# Paediatric Consumer Health in Cameroon

#### **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Essential consumer health products most popular

Affordable and trustworthy brands are the most popular

Pharmacies remain the most popular retail channel in 2023

#### PROSPECTS AND OPPORTUNITIES

Rising household incomes supports growth

High rate of malnutrition provides opportunities for affordable vitamins and dietary supplements

Increasing visibility of paediatric consumer health products will support growth

#### **CATEGORY DATA**

Table 68 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 69 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 70 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 71 - Forecast Sales of Paediatric Consumer Health 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/consumer-health-in-cameroon/report.