

Deodorants in Cameroon

June 2023

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Deodorants in Cameroon - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for deodorants boosted by the hot tropical climate in Cameroon

Deodorant sprays and deodorant roll-ons are the two most popular and widely available formats in the country

Low quality and counterfeit deodorants account for a significant share of category sales

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Deodorant sprays remains the most popular format over the forecast period Heritage brands continue to account for the majority share in the country Growth in the number of new product developments over the forecast period

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