

Oral Care in Cameroon

June 2023

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2022 DEVELOPMENTS

Colgate-Palmolive drives sales with its charcoal toothpaste and toothbrush variants

Sales of electric and power toothbrushes remain insignificant in the country due to their high prices

A strong preference for toothpicks is a significant constraint to sales growth of dental floss

PROSPECTS AND OPPORTUNITIES

Small local grocers characterises sales of oral care in Cameroon across the forecast period

A scarcity of tooth whiteners affords industry players an opportunity to introduce a tailored made brand to satisfy that need

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DISCLAIMER

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