



Toilet Care in Cameroon

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Denkmit Drives Private Label Innovation with Direct Selling Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Denkmit Drives Private Label Innovation with Direct Selling Sales

Chart 2 - Denkmit Fraîcheur Océan Is Driving Private Label and Dtc Innovation in Cameroon'S Toilet Care Market

Smaller Pack Sizes and Concentrated Formats Drive Sales

Chart 3 - Value Sales of Toilet Care 2020-2030

Chart 4 - Volume Sales of Toilet Care 2020-2030

Chart 5 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Growth to Be Driven by Convenience and Format Innovation

Digital and Direct Selling Channels Expected to Expand

Sustainability and Hygiene to Shape Consumer Choice

Chart 6 - Forecast Value Sales of Toilet Care 2020-2030

Chart 7 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Lead Market Shares

Reckitt Benckiser Divestment Reshapes Competitive Landscape

Chart 8 - Company Shares of Toilet Care 2025

Chart 9 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Lead Toilet Care Sales

Chart 10 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Toilet Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Toilet Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Cameroon - Industry Overview](#)

EXECUTIVE SUMMARY

Saba Power Detergent Drives Eco-Friendly Packaging Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Saba Power Detergent Drives Eco-Friendly Packaging Innovation

Chart 19 - Saba Power Detergent Is Leading the Sustainability Trend with Eco-Friendly Sachets in Cameroon

Laundry Care Lead Sales with Evolving Product Formats

Chart 20 - Orchée Bleach Is Showcasing the Evolving Product Formats Trend in Cameroon

Celyves Bleach Exemplifies Health and Wellness Trend

Chart 21 - Celyves Bleach Is Driving the Health & Wellness Trend in Cameroon'S Home Care Market

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainability Expected to Drive Future Growth

Health, Wellness, and Disease Prevention to Drive Product Innovation

Chart 25 - Analyst Insight for Home Care

Digital Channels Projected to Shape Business Strategies

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Local Brands Maintain Dominance through Innovation

New Entrants and Local Players Drive Competition and Growth

Advent Acquires Reckitt's Essential Home Division

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Dominates through Wide Reach and Accessibility

Direct Selling Brands and Digital Channels Gain Traction

Retail E-Commerce Expands with Convenience, Wide Availability, and Promotions

Chart 30 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/toilet-care-in-cameroon/report.