



# Retail Tissue in Cameroon

March 2024

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## Retail Tissue in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Significant price variation depending on the outlet and location

Paper napkins are a firm favourite, whilst facial tissues face challenges and toilet paper remains untapped

Strategic partnerships, product innovations and sustainability initiatives

#### PROSPECTS AND OPPORTUNITIES

Untapped growth opportunities

Increased demand for boxed facial tissues with rising car ownership

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