



Dishwashing in Cameroon

March 2024

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Dishwashing in Cameroon - Category analysis

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2023 DEVELOPMENTS

Hand dishwashing dominates in Cameroonian households
Cheaper artisan liquid detergents aim to compete with the branded names
Offline and traditional grocers' channels remain important for dishwashing

PROSPECTS AND OPPORTUNITIES

Booming growth in Cameroon's foodservice sector will help to drive demand for liquid dishwashing products
Domestic players poised for further success in dishwashing, due to affordability and import-substitution policy
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DISCLAIMER

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