



Paediatric Consumer Health in Cameroon

January 2024

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Paediatric Consumer Health in Cameroon - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Essential consumer health products most popular
Affordable and trustworthy brands are the most popular
Pharmacies remain the most popular retail channel in 2023

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Rising household incomes supports growth
High rate of malnutrition provides opportunities for affordable vitamins and dietary supplements
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