Euromonitor International

Bleach in Cameroon

March 2025

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Bleach in Cameroon - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Colgate-Palmolive Co. launches more affordable pouch format
Five-litre format proliferates
Local consumers show little sign of abandoning bleach

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Price competition will remain fierce
Specialised home care disinfectants will not undermine bleach's popularity
Scented bleach will grow in popularity

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DISCLAIMER

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