Euromonitor International

# Bleach in Cameroon

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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

PROSPECTS AND OPPORTUNITIES

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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