



# Surface Care in Cameroon

April 2026

Table of Contents

## Surface Care in Cameroon - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Local Brands Drive Growth with Versatile Affordable Products

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

### INDUSTRY PERFORMANCE

Local Brands Drive Growth with Versatile Affordable Products

Chart 2 - Camélia Multi-Usage Illustrating the Evolving Product Formats

Sustainability Trend Boosts Local Product Appeal

Chart 3 - Mina Fraîcheur Stands as a Locally-Made Sustainable Surface Cleaner in Cameroon

Health and Wellness Drives Demand for Hygienic Products

Chart 4 - Value Sales of Surface Care 2020-2030

Chart 5 - Volume Sales of Surface Care 2020-2030

Chart 6 - Value Sales of Surface Care by Category 2025

### WHAT'S NEXT?

Local Manufacturing Projected to Drive Growth

Modern Retail and E-Commerce Channels Expected to Expand

Flavour and Fragrance Differentiation to Be Used as a Competitive Tool

Chart 7 - Forecast Value Sales of Surface Care 2020-2030

Chart 8 - Forecast Value Sales of Surface Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Players Maintain Grip through Brand Loyalty and Innovation

Chart 9 - Company Shares of Surface Care 2025

Chart 10 - Brand Shares of Surface Care 2025

### CHANNELS

Supermarkets Emerges as a Significant Retail Channel

Retail E-Commerce Gains Traction with Hybrid Retail Formats and Sustainability

Chart 11 - Retail Channels for Surface Care 2020-2025

### ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Home Care in Cameroon - Industry Overview](#)

### EXECUTIVE SUMMARY

Saba Power Detergent Drives Eco-Friendly Packaging Innovation

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Saba Power Detergent Drives Eco-Friendly Packaging Innovation

Chart 20 - Saba Power Detergent Is Leading the Sustainability Trend with Eco-Friendly Sachets in Cameroon

Laundry Care Lead Sales with Evolving Product Formats

Chart 21 - Orchée Bleach Is Showcasing the Evolving Product Formats Trend in Cameroon

Celyves Bleach Exemplifies Health and Wellness Trend

Chart 22 - Celyves Bleach Is Driving the Health & Wellness Trend in Cameroon'S Home Care Market

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

## WHAT'S NEXT?

Sustainability Expected to Drive Future Growth

Health, Wellness, and Disease Prevention to Drive Product Innovation

Chart 26 - Analyst Insight for Home Care

Digital Channels Projected to Shape Business Strategies

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Local Brands Maintain Dominance through Innovation

New Entrants and Local Players Drive Competition and Growth

Advent Acquires Reckitt's Essential Home Division

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

## CHANNELS

Small Local Grocers Dominates through Wide Reach and Accessibility

Direct Selling Brands and Digital Channels Gain Traction

Retail E-Commerce Expands with Convenience, Wide Availability, and Promotions

Chart 31 - Retail Channels for Home Care 2020-2025

## ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/surface-care-in-cameroon/report](http://www.euromonitor.com/surface-care-in-cameroon/report).