



**Euromonitor
International**

Retail Tissue in Cameroon

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Sitracel Leverages Affordability Promotions to Defend Premium Positioning

Chart 2 - Sita Premium Toilet Roll Gains Traction after Promotion

Henri Et Frères Drives On-The-Go Tissue Adoption with Compact Pocket Packs

Chart 3 - Tiof Pocket Tissues Make On-The-Go Hygiene More Convenient

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Local Producers Accelerate Soft Tissue Innovation to Win Loyalty

Softline and Tiof Raise Comfort Standards as Car and Event Use Rises

Chart 7 - Analyst Insight for Retail Tissue

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henri Et Frères and Sitracel Drive Value Share Gains through Brand Salience and Affordability

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Single-Unit Sales as Supermarkets Push Multipacks

E-Commerce Remains Marginal as Offline Retail Dominates Tissue Sales

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Tissue

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Tissue

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Cameroon - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Softcare Expands Access to Affordable Hygiene as Budgets Tighten

Chart 21 - Softcare's Affordable Range Improves Hygiene Access

Henri Et Frères Boosts Demand for Convenience-Led Hygiene with New Formats

Chart 22 - Tiof Anchors the Market's Move Toward Low-Effort Solutions

Social Media Backlash Drives Clean Wellness Innovation in Feminine Hygiene

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Local Manufacturers Set to Widen Access as Urban Shopping Habits Evolve

Supermarkets Introduce New Formats While Traditional Trade Expected to Maintain Reach

Menstrual Care to Outpace Growth as Affordability Drives Loyalty

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sitracel and Softcare Defend Leadership as Local Rivals Gain Share

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Local Grocers Drive Daily Sales as Supermarkets Win Share

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/retail-tissue-in-cameroon/report.