

=IF(COUNTIF(\$A\$2:\$A2, A2)>1, "Duplicate", "")

=COUNTIF(B2:B8, "duplicate")

	A	B	C	D	E
1	Item	Duplicate		Duplicates	
2	Apples			without 1st occurrences:	3
3	Bananas				
4	Oranges				
5	Apples	Duplicate			
6	Green bananas				
7	Apples	Duplicate			
8	Green bananas	Duplicate			