

Beer in Cameroon

Market Direction | 2022-07-25 | 27 pages | Euromonitor

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Report description:

Off-trade volume sales of beer declined at a double-digit rate during 2021, with a smaller, but still significant, fall in on-trade volume sales. The latter are now a third below their pre-pandemic level. However, the on-trade still accounted for around two thirds of volume sales of beer during the year. Many Cameroonians consider themselves to be social drinkers and are likely to only consume beer products in on-trade channels. Meanwhile, domestic premium lager brands like Harp, K44 and Isenbec...

Euromonitor International's Beer in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BEER IN CAMEROON

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COVID-19 restrictions remain in place but are widely flouted

Brasaf launches beer in one litre PET bottles - a first for Cameroon

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