

Spirits in Cameroon

Market Direction | 2022-07-25 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Both on-trade and off-trade volume sales of spirits declined during 2020 due to COVID-19 restrictions and the economic shock they engendered, with the former plunging by more than a quarter. While 2021 brought a strong recovery in off-trade demand (with volume sales exceeding their 2019 level), on-trade volume sales saw a much more modest recovery and remained well below their pre-pandemic peak. In a challenging economic environment, economically priced spirits like Fermencam SA's Fighter fared...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Spirits in Cameroon
Euromonitor International
July 2022

List Of Contents And Tables

SPIRITS IN CAMEROON

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong recovery in off-trade demand, but premium brands struggle
Competitive pricing helps Fermencam SA narrow the gap to leader Diageo
Local brands struggle to gain a foothold

PROSPECTS AND OPPORTUNITIES

Snack bars will help to drive on-trade recovery
Take hike could lead to increase in contraband
Supermarkets will become a more prominent distribution channel

CATEGORY DATA

- Table 1 Sales of Spirits by Category: Total Volume 2016-2021
Table 2 Sales of Spirits by Category: Total Value 2016-2021
Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021
Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021
Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021
Table 9 GBO Company Shares of Spirits: % Total Volume 2017-2021
Table 10 □NBO Company Shares of Spirits: % Total Volume 2017-2021
Table 11 □LBN Brand Shares of Spirits: % Total Volume 2018-2021
Table 12 □Forecast Sales of Spirits by Category: Total Volume 2021-2026
Table 13 □Forecast Sales of Spirits by Category: Total Value 2021-2026
Table 14 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
Table 15 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

ALCOHOLIC DRINKS IN CAMEROON

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spirits in Cameroon

Market Direction | 2022-07-25 | 28 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com