

## Spirits in Cameroon

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

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### **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.

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reliable information resources to help drive informed strategic planning.

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