

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.

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

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reliable information resources to help drive informed strategic planning.

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SPIRITS IN CAMEROON

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Competitive pricing helps Fermencam SA narrow the gap to leader Diageo
Local brands struggle to gain a foothold

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