

Sugar Confectionery in Cameroon

Market Direction | 2022-07-22 | 19 pages | Euromonitor

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Report description:

The rate of growth in retail volume sales of sugar confectionery slowed during 2022 but remained robust. Children and adolescents are the main consumers of these products, with boiled sweets and lollipops particularly popular. Cameroon's youthful population structure means that this is a large addressable market. Parents often give sugar confectionery to their children as a reward for good behaviour or as a treat. They are also consumed at school and at birthday parties. During 2022, demand for...

Euromonitor International's Sugar Confectionery in Cameroon report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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Wide distribution and marketing support help Tiger Brands to reinforce its leadership position

Traditional grocery retailers sell boiled sweets individually

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An expanding and youthful population will remain the main driver of growth

More value-added products will be launched

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