

Sweet Biscuits, Snack Bars and Fruit Snacks in Cameroon

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

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Report description:

Although the rate of growth in retail volume sales of sweet biscuits, snack bars and fruit snacks decelerated to a seven-year low in 2022, it remained fairly robust, supported by an expanding population and urbanisation. Sweet biscuits, especially plain biscuits, dominate, with Millennials and Generation Z the main drivers of growth. Chocolate coated biscuits are growing in popularity among this group, for whom health and wellness is generally less of a priority than for older cohorts. Indeed, s...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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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Plain biscuits remain dominant, but chocolate coated biscuits are growing in popularity

Modern grocery retail an increasingly important distribution channel

Fine Biscuits plots a comeback

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Increased local production will help to keep pricing competitive

Local players will step up their marketing efforts

Health and wellness offerings will emerge

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