

Juice in Cameroon

Market Direction | 2022-12-09 | 26 pages | Euromonitor

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Report description:

Cameroon has not been as affected by the energy crisis stemming from the war in Ukraine, as rising global energy prices in 2022 are giving a boost to government coffers and helping stabilise the economy. However, ongoing civil conflict is restraining economic growth. All the same, overall inflation is modest, and with juices, there is expected to both healthy current value growth, but more modest volume growth, with off-trade experiencing volume higher growth than on-trade. One of the main reasons...

Euromonitor International's Juice 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN CAMEROON

KEY DATA FINDINGS

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Modest volume growth, as some consumers switch to healthier juices over carbonates

Competitive landscape unchanged

Artisanal players dominate 100% juice, with significant volumes sold through informal channels

PROSPECTS AND OPPORTUNITIES

Increased price competition over forecast period

Modern grocery retailers gain further value share

Opportunity for growth of functional, fortified juices.

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