

## **Ice Cream in Cameroon**

Market Direction | 2023-07-07 | 20 pages | Euromonitor

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### **Report description:**

Ice cream is one of the most popular snack foods in Cameroon, not only because of its indulgence appeal but also due to the hot climate. However, informal sales of cheaper unpackaged varieties by roadside vendors still account for a large share of total consumption. With many small local grocers lacking refrigeration facilities, formal sales of packaged/industrial products - which include private label lines as well as domestic and imported brands - are concentrated in supermarkets and ice cream...

Euromonitor International's Ice Cream 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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Informal sales continue to limit penetration of packaged/industrial ice cream  
Retail volume growth slows as producers increase prices to cover rising costs  
Impulse ice cream shows the fastest growth in retail volume terms

##### PROSPECTS AND OPPORTUNITIES

Dairy-based ice cream set to remain the dominant type in Cameroon  
Popularity of "glacier moderne" should create premiumisation opportunities  
Increasing consumer sophistication will stimulate flavour innovation

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