

Snacks in Cameroon

Market Direction | 2023-07-07 | 60 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Growth in retail volume sales of snacks in Cameroon in 2023 is expected to be down slightly on 2022 and fall below the CAGR for the entire review period. Overall demand has remained subdued as high inflation fuelled by the global recovery from COVID-19 and Russia's invasion of Ukraine has continued to drive up unit prices and erode confidence and purchasing power among consumers. In several categories, upward pricing pressure has been exacerbated by the government's import substitution policy. M...

Euromonitor International's 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 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Snacks in Cameroon
Euromonitor International
July 2023

List Of Contents And Tables

SNACKS IN CAMEROON

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising unit prices continue to subdue overall demand

Tablets remains the largest and best performing category in retail volume terms

Chocolate confectionery still widely seen as a luxury snack option

PROSPECTS AND OPPORTUNITIES

Investment in digital sales and marketing strategies will continue to rise

Growth in local cocoa processing should boost chocolate confectionery consumption

Chococam and other domestic producers set to benefit from import substitution policy

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Manufacturers launch products with softer textures and longer-lasting flavours

Cameroonians continue to prioritise affordability in gum purchasing decisions

Flavours remain a focal point for innovation and brand differentiation efforts

PROSPECTS AND OPPORTUNITIES

Crackdown on roadside vendors should bolster gum sales via formal channels

Gum producers likely to target post-meal consumption occasions

Products with more advanced functional benefits could offer growth potential

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Gum: % Value 2019-2023

Table 30 LBN Brand Shares of Gum: % Value 2020-2023

Table 31 Distribution of Gum by Format: % Value 2018-2023

Table 32 Forecast Sales of Gum by Category: Volume 2023-2028

Table 33 Forecast Sales of Gum by Category: Value 2023-2028

Table 34 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Youthful population and affordable prices ensure overall demand remains resilient

Boiled sweets still the largest category in volume terms as lollipops grows fastest

Tiger Brands continues to lead a relatively fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Cameroon's young demographic profile bodes well for sugar confectionery

Packaging changes and flavour innovation will remain popular marketing tactics

Rising health-consciousness should encourage development of reduced sugar options

CATEGORY DATA

Table 36 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 37 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 38 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 40 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 42 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 43 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 44 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 45 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes, recipe changes and shrinkflation depress demand for sweet biscuits

Plain and filled biscuits remain the most popular types in Cameroon

More artisanal producers introduce packaged and branded plantain chips

PROSPECTS AND OPPORTUNITIES

Demand for sweet biscuits should improve gradually as inflationary pressures ease

Local players expected to reinforce their dominance

Little potential for development of health and wellness options

CATEGORY DATA

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 53 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 54 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 55 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 56 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 57 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 58 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 59 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 60 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 61 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 62 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

Table 63 Sales of Ice Cream by Category: Volume 2018-2023

Table 64 Sales of Ice Cream by Category: Value 2018-2023

Table 65 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 66 Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 67 NBO Company Shares of Ice Cream: % Value 2019-2023
Table 68 LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 69 Distribution of Ice Cream by Format: % Value 2018-2023
Table 70 Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 71 Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 72 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 73 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong consumer preference for sweeter snacks continues to limit demand
Savoury snacks witnesses steeper price hikes than most categories
Supermarkets becomes the leading distribution channel in value terms

PROSPECTS AND OPPORTUNITIES

Busier lifestyles and changing snacking habits should provide growth opportunities
Domestic manufacturers likely to gain ground in savoury snacks
Interest in packaged and branded popcorn expected to increase

CATEGORY DATA

Table 74 Sales of Savoury Snacks by Category: Volume 2018-2023
Table 75 Sales of Savoury Snacks by Category: Value 2018-2023
Table 76 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
Table 77 Sales of Savoury Snacks by Category: % Value Growth 2018-2023
Table 78 NBO Company Shares of Savoury Snacks: % Value 2019-2023
Table 79 LBN Brand Shares of Savoury Snacks: % Value 2020-2023
Table 80 Distribution of Savoury Snacks by Format: % Value 2018-2023
Table 81 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
Table 82 Forecast Sales of Savoury Snacks by Category: Value 2023-2028
Table 83 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
Table 84 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Snacks in Cameroon

Market Direction | 2023-07-07 | 60 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com