

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Cameroon**

Market Direction | 2023-07-07 | 22 pages | Euromonitor

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### **Report description:**

With high inflation continuing to place upward pressure on unit prices and erode purchasing power among Cameroonians, consumption of sweet biscuits has remained subdued in 2023, hence overall retail volume sales growth looks set to be unchanged in 2022. The worst performers in this respect are expected to be cookies and wafers, which are mainly represented by imported products and have therefore witnessed particularly steep price hikes. Chocolate coated biscuits, plain biscuits and filled biscui...

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 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: 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.

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reliable information resources to help drive informed strategic planning.

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#### **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

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