

Wine in Cameroon

Market Direction | 2023-07-04 | 27 pages | Euromonitor

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Report description:

Imported brands continue to lead wine in Cameroon. According to the Foreign Trade data 2021 made public by the National Institute of Statistics (INS) in December 2022, Cameroon spent XAF48.3 billion to import wines and spirits in 2021. Moreover, according to statistics from Cameroonian customs, 43.69% of the wines and spirits consumed on Cameroonian territory come from France; 9.64% from Spain; 9.56% from the United Kingdom; 8.34% from Brazil; and 7.34% from South Africa. This is because there a...

Euromonitor International's Wine 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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WINE IN CAMEROON

KEY DATA FINDINGS

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Imported brands continue to lead wine in Cameroon

Cameroon is a country of emerging wine lovers, with a strong preference for French wines

Return to social events post-pandemic helps to boost popularity of wine

PROSPECTS AND OPPORTUNITIES

Ongoing price-sensitivity will create a barrier to the wider purchase of expensive wine, while supermarkets look set to benefit

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