

Wine in Cameroon

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Wine in Cameroon
Euromonitor International
July 2023

List Of Contents And Tables

WINE IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Demand for champagne set to grow, due to the status symbol it represents

Wine becomes an alternative to beer - especially amongst affluent customers

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2017-2022

Table 2 Sales of Wine by Category: Total Value 2017-2022

Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 10 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 11 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 12 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN CAMEROON

EXECUTIVE SUMMARY

Alcoholic drinks: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 13 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22  Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23  Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24  Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25  Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26  Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27  Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28  Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Wine in Cameroon

Market Direction | 2023-07-04 | 27 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com