

Sweet Spreads in Cameroon

Market Direction | 2023-11-22 | 18 pages | Euromonitor

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Report description:

Chocolate spreads remains by far the largest product area among sweet spreads, with Tartina by Chococam being the best seller. It also offers Choconut. Affordable pricing, an extensive distribution network and a long-standing presence has built up strong customer loyalty. In addition, its global owner, Tiger Brands, regularly undertakes marketing campaigns to support the brand, especially during the Easter and September peak sales periods in an effort to take full advantage of the back-to-school...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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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Nut butter largely unpackaged and used in cooking rather than as spreads

Jams and preserves remain unpopular

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