

## **Concentrates in Cameroon**

Market Direction | 2024-01-04 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Concentrates, and in particular liquid concentrates, rank among the highest-priced beverages in Cameroon. Moreover, imported variants command an even higher price point compared to local counterparts, averaging nearly 1.5 times more. This elevated pricing, combined with the prevalence of affordable carbonated drinks, has severely restricted the potential for growth in both volume and value for concentrates. As such, volume growth is expected to be limited in 2023. The picture is even more negati...

Euromonitor International's Concentrates 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Concentrates in Cameroon  
Euromonitor International  
January 2024

### List Of Contents And Tables

#### CONCENTRATES IN CAMEROON

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Limited volume growth in 2023

Private label accounts for most volume sales

Lack of promotion further stymies growth

##### PROSPECTS AND OPPORTUNITIES

Supermarkets poised to gain dominance over forecast period

Expanding use of liquid concentrates creates opportunities for growth

Health concerns restrict concentrates

##### CATEGORY DATA

##### Concentrates Conversions

Summary 1 concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 3 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 9 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 10 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 11 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 12 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 16 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

#### SOFT DRINKS IN CAMEROON

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 22 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 24 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 26 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 27 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 28 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 33 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 34 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 36 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 40 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 42 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 44 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## Concentrates in Cameroon

Market Direction | 2024-01-04 | 29 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*	<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="2026-02-12"/>
		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