

Cigarettes in Cameroon

Market Direction | 2024-06-07 | 23 pages | Euromonitor

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Report description:

In 2023, amidst persistent inflationary pressures, consumer preferences in the area of cigarettes underwent a notable transformation in Cameroon. Affordability emerged as a paramount concern, prompting a discernible shift towards economically priced cigarette brands. Notably, household budgets strained by inflation led consumers to veer away from premium offerings such as Benson & Hedges and Marlboro, in favour of more cost-effective alternatives like Gold Seal, Aspen, and Rothmans.

Euromonitor International's Cigarettes 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 the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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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Table of Contents:

Cigarettes in Cameroon
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List Of Contents And Tables

CIGARETTES IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic shifts prompt surge in affordable cigarette brands

Persistent illicit trade undermines regulatory efforts

Sociocultural dynamics influence smoking patterns

PROSPECTS AND OPPORTUNITIES

Sustained dominance of cigarettes amidst industry evolution

Persistent interference stifles key policies

Rising stress levels to drive cigarette consumption

TAXATION AND PRICING

Taxation rates

Table 1 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 1 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 Sales of Cigarettes: Volume 2018-2023

Table 3 Sales of Cigarettes by Category: Value 2018-2023

Table 4 Sales of Cigarettes: % Volume Growth 2018-2023

Table 5 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 6 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 9 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 10 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 11 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 12 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 13 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 15 Forecast Sales of Cigarettes: Volume 2023-2028

Table 16 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 17 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

TOBACCO IN CAMEROON

EXECUTIVE SUMMARY

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Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 24 Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 25 Sales of Tobacco by Category: Volume 2018-2023

Table 26 Sales of Tobacco by Category: Value 2018-2023

Table 27 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 28 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 29 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 30 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

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