

## **Alcoholic Drinks in Cameroon**

Market Direction | 2024-06-19 | 57 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Beer remains the most dominant product area in alcoholic drinks in Cameroon, deeply embedded in the social and cultural fabric of the country, driven by high consumption rates during social gatherings and public festivities. The beer market, however, faced formidable challenges stemming from macroeconomic volatility in 2023, exacerbated by the ongoing Anglophone Crisis, global inflation, and energy shortages. Despite robust demand, brewers struggled with supply chain disruptions, escalating prod...

Euromonitor International's Alcoholic Drinks 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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:

Alcoholic Drinks in Cameroon  
Euromonitor International  
June 2024

List Of Contents And Tables

### ALCOHOLIC DRINKS IN CAMEROON

#### EXECUTIVE SUMMARY

Alcoholic drinks: The big picture

2023 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

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

#### MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

**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 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising costs, resistance to price increases, and impact of regional conflicts

SABC expands dominance: Formalising Guinness deal and strategic investment plan unveiled

Lagers maintain dominance in beer, fuelled by heritage brands; Premium lager demand on the rise

PROSPECTS AND OPPORTUNITIES

Accelerating beer production and overcoming shortages

Balancing robust demand with price sensitivity

Boosting beer sales through supermarket bar sections

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 □Lager by Price Band 2023

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2018-2023

Table 18 Sales of Beer by Category: Total Value 2018-2023

Table 19 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 25 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 26 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 27 □LBN Brand Shares of Beer: % Total Volume 2019-2023

Table 28 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

A surge in volume driven by imports and changing habits

BVS SA exits, SOFAVINC grapples with challenges

Changes in Cameroon's wine import landscape: Italian triumph, French setback, and the emergence of Belgium

PROSPECTS AND OPPORTUNITIES

Robust growth driven by emerging middle class and strategic industry investments

Rising influence of La Cave establishments and expanding on-trade channels

A strategic window of opportunity

CATEGORY DATA

Table 32 Sales of Wine by Category: Total Volume 2018-2023

Table 33 Sales of Wine by Category: Total Value 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 34 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 35 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 36 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 37 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 38 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 40 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 41 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 42 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 43 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## SPIRITS IN CAMEROON

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Struggling volume amidst counterfeits and economic pressures

Pernod Ricard adapts distribution strategy in Cameroon: New partnership with SABC following BVS SA's closure

Sachet whisky producers navigate criticism, government deadlines, and ongoing battle against illicit spirits

### PROSPECTS AND OPPORTUNITIES

Transition from sachet to bottled spirits to drive market dynamics

Nightlife innovations propel demand for premium whiskies

Surge in cocktail popularity to bolster demand for rum, vodka, and gin

### CATEGORY DATA

Table 44 Sales of Spirits by Category: Total Volume 2018-2023

Table 45 Sales of Spirits by Category: Total Value 2018-2023

Table 46 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 47 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 48 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 49 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 50 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 51 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 52 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 53 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 54 □LBN Brand Shares of Spirits: % Total Volume 2019-2023

Table 55 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 56 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 57 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 58 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

## RTDS IN CAMEROON

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirit-based RTDs lead while others struggle

SABC's strategic acquisition

Impact of supply shortages and transition in the post-sale ecosystem of Guinness Cameroon SA to SABC Cameroun

### PROSPECTS AND OPPORTUNITIES

Breaking the monopoly for innovation and growth

Cameroonians' growing love for cocktails could provide an opportunity to introduce RTD cocktails

Rising consumer awareness needed to spur growth

### CATEGORY DATA

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

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

www.scotts-international.com

Table 59 Sales of RTDs by Category: Total Volume 2018-2023
Table 60 Sales of RTDs by Category: Total Value 2018-2023
Table 61 Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 62 Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 63 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 64 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 65 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 66 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 67 GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 68 □NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 69 □LBN Brand Shares of RTDs: % Total Volume 2019-2023
Table 70 □Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 71 □Forecast Sales of RTDs by Category: Total Value 2023-2028
Table 72 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 73 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

**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)

## Alcoholic Drinks in Cameroon

Market Direction | 2024-06-19 | 57 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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="2026-02-10"/>
		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