

Rtds in Cameroon

Market Direction | 2024-06-19 | 25 pages | Euromonitor

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Report description:

Spirit-based ready-to-drinks (RTDs) maintained a stronghold in Cameroon in 2023, while other RTD variants struggled to gain substantial traction. The Booster line, available in five distinct flavours (whisky cola, caramel, rum ginger, gin tonic, and cider), has the whisky cola variant emerging as the undisputed leader among the options. Guinness Cameroon's offerings, Orijin and Smirnoff Ice, both spirit-based, enjoy significant popularity, with Orijin currently holding the status of the most co...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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