

## **Chocolate Confectionery in Cameroon**

Market Direction | 2024-07-05 | 19 pages | Euromonitor

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### **Report description:**

In 2024, retail value sales of chocolate confectionery in Cameroon are set to achieve solid growth. However, consumer price sensitivity is a major factor influencing chocolate purchases. This translates to a clear preference for the locally-made Mambo tablet, priced at XAF150 per 25g, compared to pricier imported options like countlines (average XAF625/60g) and boxed assortments (average XAF5600/200g). Chocolaterie Confiserie du Cameroun (Chococam)'s successful pricing strategy with Mambo ensure...

Euromonitor International's Chocolate Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- \* Get a detailed picture of the Chocolate Confectionery 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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