

## **Sweet Spreads in Cameroon**

Market Direction | 2024-12-05 | 22 pages | Euromonitor

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### **Report description:**

The cost of living in Cameroon continues to exert pressure on consumer purchasing decisions, with affordability emerging as the primary driver of demand in sweet spreads. Unit price increases across various segments have been driven by escalating raw material costs. For instance, raw cacao beans, critical to chocolate spreads, reached record prices of XAF4,200/kg in early 2024. Similarly, while the prices of fruits and vegetables - a key input for jams and preserves - declined modestly in the fi...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Sweet Spreads 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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**Table of Contents:**

Sweet Spreads in Cameroon  
Euromonitor International  
December 2024

List Of Contents And Tables

**SWEET SPREADS IN CAMEROON**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Demand for unbranded sweet spreads persists due to high cost of living  
Chocolate spreads dominate, while jams and preserves struggle with high costs and competition  
Persisting demand for unbranded sweet spreads prompts manufacturers to innovate with new offerings

**PROSPECTS AND OPPORTUNITIES**

Growing unit price of cacao poised to ramp production costs of chocolate spreads, while competition from unbranded honey and peanut butter constrains formal sales  
Tailored approaches across demographics  
Chocolate spreads expected to lead growth, while jam and preserves face challenges amid competing spreads and production constraints

**CATEGORY DATA**

- Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 6 LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 7 Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 8 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 9 Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 10 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

**COOKING INGREDIENTS AND MEALS IN CAMEROON**

**EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

**MARKET DATA**

- Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

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Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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