

Tea in Cameroon

Market Direction | 2025-01-07 | 21 pages | Euromonitor

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Report description:

Price sensitivity has proven to be the lowest for tea compared to any other category in non-alcoholic drinks in Cameroon. Tea consumption in Cameroon has generally taken a back seat to other hot drinks, including coffee, chocolate, and malted beverages. This dynamic has meant that most tea consumers in Cameroon prioritise the perceived value of tea rather than its cost. Locally produced black teas, such as CTE Tea, Tole Tea, and NTE Tea, are among the most affordable options, with an average pri...

Euromonitor International's Tea 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 2020-2024, 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 2029 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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TEA IN CAMEROON

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Green and herbal teas surge in popularity for their functional benefits, while instant tea and black tea lag

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