

Beer in Cameroon

July 2023

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2022 DEVELOPMENTS

Prices uncertain as brewers fail to reach consensus with the Minister of Trade on price increases

Perceived additional benefits drives demand of Guinness stout

Production volume of beer still below 2019 levels as production costs continue to rise, but new launches appear

PROSPECTS AND OPPORTUNITIES

Multiple investments planned by leading player SABC expected to boost production volume in beer

Price of beer in Cameroon expected to increase over the forecast period

Demand for non-alcoholic beer set to be boosted by rising health awareness, albeit growing from a low base

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