

Sweet Biscuits, Snack Bars and Fruit Snacks in Cameroon

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes, recipe changes and shrinkflation depress demand for sweet biscuits

Plain and filled biscuits remain the most popular types in Cameroon

More artisanal producers introduce packaged and branded plantain chips

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Demand for sweet biscuits should improve gradually as inflationary pressures ease

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