

Snacks in Cameroon

July 2023

Table of Contents

Snacks in Cameroon

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023

Table 2 - Sales of Snacks by Category: Value 2018-2023

Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Snacks by Format: % Value 2018-2023

Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising unit prices continue to subdue overall demand

Tablets remains the largest and best performing category in retail volume terms

Chocolate confectionery still widely seen as a luxury snack option

PROSPECTS AND OPPORTUNITIES

Investment in digital sales and marketing strategies will continue to rise

Growth in local cocoa processing should boost chocolate confectionery consumption

Chococam and other domestic producers set to benefit from import substitution policy

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

Gum in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Manufacturers launch products with softer textures and longer-lasting flavours
Cameroonians continue to prioritise affordability in gum purchasing decisions
Flavours remain a focal point for innovation and brand differentiation efforts

PROSPECTS AND OPPORTUNITIES

Crackdown on roadside vendors should bolster gum sales via formal channels
Gum producers likely to target post-meal consumption occasions
Products with more advanced functional benefits could offer growth potential

CATEGORY DATA

- Table 25 - Sales of Gum by Category: Volume 2018-2023
- Table 26 - Sales of Gum by Category: Value 2018-2023
- Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023
- Table 28 - Sales of Gum by Category: % Value Growth 2018-2023
- Table 29 - NBO Company Shares of Gum: % Value 2019-2023
- Table 30 - LBN Brand Shares of Gum: % Value 2020-2023
- Table 31 - Distribution of Gum by Format: % Value 2018-2023
- Table 32 - Forecast Sales of Gum by Category: Volume 2023-2028
- Table 33 - Forecast Sales of Gum by Category: Value 2023-2028
- Table 34 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
- Table 35 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Sugar Confectionery in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Youthful population and affordable prices ensure overall demand remains resilient
Boiled sweets still the largest category in volume terms as lollipops grows fastest
Tiger Brands continues to lead a relatively fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Cameroon's young demographic profile bodes well for sugar confectionery
Packaging changes and flavour innovation will remain popular marketing tactics
Rising health-consciousness should encourage development of reduced sugar options

CATEGORY DATA

- Table 36 - Sales of Sugar Confectionery by Category: Volume 2018-2023
- Table 37 - Sales of Sugar Confectionery by Category: Value 2018-2023
- Table 38 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
- Table 39 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
- Table 40 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
- Table 41 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023
- Table 42 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
- Table 43 - Distribution of Sugar Confectionery by Format: % Value 2018-2023
- Table 44 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028
- Table 45 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

Ice Cream in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Informal sales continue to limit penetration of packaged/industrial ice cream

Retail volume growth slows as producers increase prices to cover rising costs

Impulse ice cream shows the fastest growth in retail volume terms

PROSPECTS AND OPPORTUNITIES

Dairy-based ice cream set to remain the dominant type in Cameroon

Popularity of “glacier moderne” should create premiumisation opportunities

Increasing consumer sophistication will stimulate flavour innovation

CATEGORY DATA

Table 48 - Sales of Ice Cream by Category: Volume 2018-2023

Table 49 - Sales of Ice Cream by Category: Value 2018-2023

Table 50 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 51 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 52 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 53 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 54 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 55 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 56 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 57 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 58 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Savoury Snacks in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong consumer preference for sweeter snacks continues to limit demand

Savoury snacks witnesses steeper price hikes than most categories

Supermarkets becomes the leading distribution channel in value terms

PROSPECTS AND OPPORTUNITIES

Busier lifestyles and changing snacking habits should provide growth opportunities

Domestic manufacturers likely to gain ground in savoury snacks

Interest in packaged and branded popcorn expected to increase

CATEGORY DATA

Table 59 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 60 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 61 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 62 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 63 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 64 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 65 - Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 66 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 67 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 68 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 69 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Sweet Biscuits, Snack Bars and Fruit Snacks in Cameroon

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

PROSPECTS AND OPPORTUNITIES

Demand for sweet biscuits should improve gradually as inflationary pressures ease

Local players expected to reinforce their dominance

Little potential for development of health and wellness options

CATEGORY DATA

Table 70 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 71 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 72 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 73 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 74 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 75 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 76 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 77 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 78 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 79 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 80 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 81 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 82 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 83 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 84 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-cameroon/report.