

Staple Foods in Cameroon

November 2023

Table of Contents

Staple Foods in Cameroon

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

- Table 1 Sales of Staple Foods by Category: Volume 2018-2023
- Table 2 Sales of Staple Foods by Category: Value 2018-2023
- Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 7 Penetration of Private Label by Category: % Value 2019-2023
- Table 8 Distribution of Staple Foods by Format: % Value 2018-2023
- Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bakers look to replace imported flour with local alternatives

Sharp fluctuations in prices in 2023

Consumers favour unpackaged baked goods due to fresher taste and more affordable prices

PROSPECTS AND OPPORTUNITIES

Shawarma driving demand for unpackaged flat bread in Cameroon

Focus on locally produced flour

Private label gains value share

CATEGORY DATA

- Table 13 Sales of Baked Goods by Category: Volume 2018-2023
- Table 14 Sales of Baked Goods by Category: Value 2018-2023
- Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023
- Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023
- Table 17 Sales of Pastries by Type: % Value 2018-2023
- Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023
- Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023
- Table 20 Distribution of Baked Goods by Format: % Value 2018-2023
- Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028
- Table 22 Forecast Sales of Baked Goods by Category: Value 2023-2028
- Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Breakfast Cereals in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant fall in volume sales in 2023

Multinationals continue to dominate

Flakes continue to account for most volume sales

PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Breakfast cereals increasingly adopt a healthier positioning

Supermarkets remain dominant channel

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Processed Fruit and Vegetables in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales, as price hikes dampen demand

Highly fragmented competitive environment

Shelf stable processed vegetables continues to account for most volume sales

PROSPECTS AND OPPORTUNITIES

Growth hindered by preference for fresh produce

Change in messaging to unlock potential

Opportunity for growth of local processed vegetables

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

 $\textbf{Table 39 - Sales of Processed Fruit and Vegetables by Category: } \\ \textit{Value Growth 2018-2023}$

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Processed Meat, Seafood and Alternatives To Meat in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf-stable sardines and chilled sausages main products Competitive landscape underdeveloped and highly fragmented Access disparities for certain products

PROSPECTS AND OPPORTUNITIES

Demand limited from lower income consumers Continuing expansion of supermarkets drives growth Focus on healthier positioning

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Rice, Pasta and Noodles in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Degree of trading down as purchasing power continues to fall

Rice player Olan continues to lead

Pasta volume sales partly driven by foodservice sector

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Plans to increase local production

Retail developments set to support growth

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

 $\textbf{Table 65 - Sales of Rice, Pasta and Noodles by Category: } \\ \text{Value Growth 2018-2023}$

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

- Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
- Table 69 NBO Company Shares of Rice: % Value 2019-2023
- Table 70 LBN Brand Shares of Rice: % Value 2020-2023
- Table 71 NBO Company Shares of Pasta: % Value 2019-2023
- Table 72 LBN Brand Shares of Pasta: % Value 2020-2023
- Table 73 NBO Company Shares of Noodles: % Value 2019-2023
- Table 74 LBN Brand Shares of Noodles: % Value 2020-2023
- Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
- Table 76 Distribution of Rice by Format: % Value 2018-2023
- Table 77 Distribution of Pasta by Format: % Value 2018-2023
- Table 78 Distribution of Noodles by Format: % Value 2018-2023
- Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
- Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
- Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
- Table 82 Forecast Sales of Rice, Pasta and Noodles 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/staple-foods-in-cameroon/report.