

Ice Cream in Cameroon

July 2023

Table of Contents

Ice Cream in Cameroon - Category analysis

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

Snacks in Cameroon - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

- Table 12 Sales of Snacks by Category: Volume 2018-2023
- Table 13 Sales of Snacks by Category: Value 2018-2023
- Table 14 Sales of Snacks by Category: % Volume Growth 2018-2023
- Table 15 Sales of Snacks by Category: % Value Growth 2018-2023
- Table 16 NBO Company Shares of Snacks: % Value 2019-2023
- Table 17 LBN Brand Shares of Snacks: % Value 2020-2023
- Table 18 Penetration of Private Label by Category: % Value 2018-2023
- Table 19 Distribution of Snacks by Format: % Value 2018-2023
- Table 20 Forecast Sales of Snacks by Category: Volume 2023-2028
- Table 21 Forecast Sales of Snacks by Category: Value 2023-2028
- Table 22 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
- Table 23 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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