

# Spirits in Cameroon

July 2023

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## Spirits in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong demand for premium and prestige brands of spirits through clubs and lounges

Sachet whiskey is a dying phenomenon in Cameroon, despite government extending ban period to 2026

Diageo Plc maintains its lead in spirits thanks to its strong portfolio

#### PROSPECTS AND OPPORTUNITIES

Rising demand for high-end spirits, with Millennials leading the charge

Blended Scotch whisky set to remain popular

The void created by decline of sachet whiskey presents an opportunity to introduce an alternative

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On-trade establishments

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