



Juice in Cameroon

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice drinks (up to 24% juice) continues to account for most volume sales

INDUSTRY PERFORMANCE

Price increases dampen volume growth

Juice drinks (up to 24% juice) register highest volume growth

WHAT'S NEXT?

Juice will register moderate volume growth over forecast period

Potential for large-scale production of not from concentrate 100% juice

Players need to address price sensitivity

COMPETITIVE LANDSCAPE

SOTICAM holds on to tight lead

Ngouchet Group gains most volume share

CHANNELS

Supermarkets continue to dominate retail channels

Foodservice also a sizeable channel

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[Soft Drinks in Cameroon - Industry Overview](#)

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Positive performance in 2025

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INDUSTRY PERFORMANCE

Lingering inflation keeps consumers price sensitive

Health concerns accelerate substitution away from traditional sugar-heavy formats

WHAT'S NEXT?

Healthy outlook, with energy drinks and bottled water driving growth

Multinationals push sustainability up the agenda

Growing focus on functional drinks

COMPETITIVE LANDSCAPE

Source du Pays holds on to commanding lead

SABC prioritises local sourcing

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Small local grocers continue to dominate

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