



Euromonitor
International

Savoury Snacks in Cameroon

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

INDUSTRY PERFORMANCE

Savoury Snacks Bounds as Import Recovery and Rising Food Expenditure Sustain Demand

Salty Snacks Leads as Affordable Mini-Packs and Branded Variety Drive Penetration

Formalisation of Traditional Snacks through Branded Packaging Reshapes Savoury Snacks

Chart 1 - Hellogan Plantain Chips Bring a Familiar Street Snack into Formal Retail

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Savoury Snacks to Grow as Emotional Relevance to Embed Everyday Consumption

Salty Snacks to Maintain Leadership as Mini-Pack Strategy Sustains Growth

Formalisation, Local Relevance and Emerging Health Awareness to Define Future

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Private Label Outpaces Branded Rivals as Import Reliance Persists

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Lead through Neighbourhood Reach and Convenience

Supermarkets Attract Snack Shoppers with Range and Promotions

Impulse Habits and Low Ticket Sizes Hinder Online Snack Sales

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Savoury Snacks

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Savoury Snacks

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Cameroon - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Snacks Delivers Measured Value Growth as Affordability and Informal Retail Anchor Demand

Chart 16 - Rio ABC Turns Biscuits into a Daily School Routine Through Literacy-Led Activations
Sweet Biscuits and Sugar Confectionery Lead as Routine Relevance Outperform Premium Formats
Chart 17 - Value Sales 2021-2031
Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Chococam Set to Expand Local Production to Formalise Daily Snacking
Chart 19 - Naya Foods Keeps Snacking Accessible with 25 FCFA Lollipops
Chococam and Ok Foods to Drive Sweet Biscuits to Lead with Affordable Innovation
Cold Stone Cameroon to Leverage Indulgence and Local Formats for New Occasions
Chart 20 - Forecast Value Sales 2021-2031
Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chococam Leverages Innovation and Affordability to Sustain Lead
Chart 22 - Company Shares 2026
Chart 23 - Brand Shares 2026

CHANNELS

Small Local Grocers Lose Share as Supermarkets Attract Snack Brands
Glotelho and Iziway Struggle as Online Snacks Sales Remain Negligible
Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Snacks
Chart 26 - Real Gdp Growth 2021-2031
Chart 27 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 28 - Consumer Context for Snacks
Chart 29 - Population 2021-2031
Chart 30 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/savoury-snacks-in-cameroon/report.