



Rtds in Cameroon

July 2022

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Rtds in Cameroon - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic-driven off-trade boom turns to bust
Guinness Cameroon rapidly narrowing the gap to Brasseries du Cameroun
Orijin's lower ABV finds favour with some

PROSPECTS AND OPPORTUNITIES

Economically priced new product launches could widen demand
Domestic players could launch their own RTDs
Rising consumer awareness will spur growth

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Alcoholic Drinks in Cameroon - Industry Overview

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On-trade vs off-trade split
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Legal purchasing age and legal drinking age
Drink driving
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Opening hours
On-trade establishments

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