



Soft Drinks in Cameroon

January 2024

Table of Contents

Soft Drinks in Cameroon

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 18 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unstable supply of tap water ensures demand

Still bottled water accounts for most volume sales

Source du Pays continues to dominate

PROSPECTS AND OPPORTUNITIES

Continued high demand, due to lack of clean tap water

New competitor on the block

Local brands continue to dominate

CATEGORY DATA

Table 29 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 30 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 31 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 32 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 33 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 34 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 35 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 36 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 37 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 38 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 39 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 40 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable prices ensure sustained volume demand

Lack of reduced sugar options

SABC launches offerings in direct competition with Coca-Cola

PROSPECTS AND OPPORTUNITIES

Continuing shift to PET packaging

Further shake-up within cola carbonates over forecast period

Potential opening for reduced sugar non-cola carbonates

CATEGORY DATA

Table 41 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 42 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 43 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 44 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 45 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 46 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 47 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 48 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 50 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 51 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 52 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 53 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 54 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 55 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 56 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Concentrates in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited volume growth in 2023
Private label accounts for most volume sales
Lack of promotion further stymies growth

PROSPECTS AND OPPORTUNITIES

Supermarkets poised to gain dominance over forecast period
Expanding use of liquid concentrates creates opportunities for growth
Health concerns restrict concentrates

CATEGORY DATA

Concentrates Conversions

Summary 2 - Conversion Factors for Ready-to-Drink (RTD) Format

Table 57 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 58 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 59 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 60 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 61 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 62 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 63 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 64 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 65 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 66 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 67 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 68 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 69 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 70 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 71 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 72 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuing price rises dampen volume demand
BVS files for bankruptcy
Diverse packaging offerings

PROSPECTS AND OPPORTUNITIES

Increased price competition over forecast period
Gracedom plans to enter juice segment
Opportunity for establishment of cold-press juice outlets

CATEGORY DATA

Table 73 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 74 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 75 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 76 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 77 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 78 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 79 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 80 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 81 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 82 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 83 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 84 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Tea in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales in 2023

Lipton Ice maintains lead thanks to global recognition as a high-quality brand

Lack of marketing weakens consumer awareness

PROSPECTS AND OPPORTUNITIES

Further fall in volume sales over forecast period

Channel trends define future sales of RTD tea as a niche and premium product

Need for more innovation and stronger marketing push to boost volume sales

CATEGORY DATA

Table 85 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 86 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 87 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 88 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 89 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 90 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 91 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 92 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 93 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 94 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 95 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 96 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in Cameroon

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth in 2023

Two locally bottled brands continue to dominate

Energy drinks popular among men

PROSPECTS AND OPPORTUNITIES

Continued healthy volume growth over forecast period

Locally bottled brands gain further volume share

Opportunity for reduced sugar offerings

CATEGORY DATA

Table 97 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 98 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 99 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 100 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 101 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 102 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 103 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 104 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 105 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 106 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 107 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 108 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

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/soft-drinks-in-cameroon/report.