

# Wine in Cameroon

July 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Imported brands continue to lead wine in Cameroon

Cameroon is a country of emerging wine lovers, with a strong preference for French wines

Return to social events post-pandemic helps to boost popularity of wine

### PROSPECTS AND OPPORTUNITIES

Ongoing price-sensitivity will create a barrier to the wider purchase of expensive wine, while supermarkets look set to benefit

Demand for champagne set to grow, due to the status symbol it represents

Wine becomes an alternative to beer – especially amongst affluent customers

### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022

Table 2 - Sales of Wine by Category: Total Value 2017-2022

Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 10 - Forecast Sales of Wine by Category: Total Value 2022-2027

Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in Cameroon - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### 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/wine-in-cameroon/report](http://www.euromonitor.com/wine-in-cameroon/report).