

Brasseries du Cameroun in Alcoholic Drinks (Cameroon)

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Abstracts

Over the forecast period Brasseries du Cameroun will work to strengthen its lead in the alcoholic drinks market in Cameroon by launching new products, whilst also investing heavily in the promotion of its existing brands and the expansion of its distribution network. In particular, the company will seek to consolidate its leading position in beer, and strengthen its presence in categories such as wine.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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