

Butter and Spreads in Cameroon

<https://marketpublishers.com/r/BC027B731C4EN.html>

Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: BC027B731C4EN

Abstracts

For several decades, palm oil and vegetable oil have held their position as the primary choice for edible oil in Cameroonian cuisine and it is unlikely to change unless a remarkable transformation takes place. The dominance of these two oils has effectively marginalised the use of butter in Cameroonian cuisine, leaving little opportunity for its expansion. Furthermore, affordability plays a pivotal role. A litre of palm oil or vegetable oil can be purchased for less than XAF2,000 per litre, wher...

Euromonitor International's Butter and Spreads in Cameroon report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

Get a detailed picture of the Butter and Spreads market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Butter and Spreads in Cameroon
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

BUTTER AND SPREADS IN CAMEROON
KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominance of palm oil and vegetable oil hampers butter's growth
CAMFOOD disrupts the margarine market with quality, affordability and local production
Contrasting distribution channels for butter and spread

PROSPECTS AND OPPORTUNITIES

Margarine remains a key choice for low-income Cameroonians thanks to its affordability
Butter's rising influence in the transformative Cameroonian baked goods industry
Rising demand for butter in Cameroonian fine dining

CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023
Table 2 Sales of Butter and Spreads by Category: Value 2018-2023
Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023
Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023
Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN CAMEROON

EXECUTIVE SUMMARY

Key trends in 2023
Competitive Landscape
Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Butter and Spreads in Cameroon

Product link: <https://marketpublishers.com/r/BC027B731C4EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BC027B731C4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970