

Cigarettes in Cameroon

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Abstracts

In 2023, amidst persistent inflationary pressures, consumer preferences in the area of cigarettes underwent a notable transformation in Cameroon. Affordability emerged as a paramount concern, prompting a discernible shift towards economically priced cigarette brands. Notably, household budgets strained by inflation led consumers to veer away from premium offerings such as Benson & Hedges and Marlboro, in favour of more cost-effective alternatives like Gold Seal, Aspen, and Rothmans.

Euromonitor International's Cigarettes in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

Get a detailed picture of the Cigarettes 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.

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