

Coffee in Cameroon

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Abstracts

There is expected to be steep volume decline in coffee sales in 2023, and more specifically instant coffee, which accounts for most volume sales. With consumers being highly price sensitive in 2023, many consumers buy 20g sachets, which mean a smaller financial outlay, and also use these sachets for more than one serving, as a way to economise. The picture was more positive for fresh ground coffee, where volume sales are expected to increase. Though fresh ground coffee is more expensive than ins...

Euromonitor International's Coffee 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 2018-2022, 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 they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

Get a detailed picture of the Coffee 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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