

Dairy Products and Alternatives in Cameroon

<https://marketpublishers.com/r/D02B1BB2192AEN.html>

Date: September 2023

Pages: 64

Price: US\$ 2,100.00 (Single User License)

ID: D02B1BB2192AEN

Abstracts

According to the National Institute of Statistics, the general price increase of dairy products such as milk, cheese, and eggs reached 10.7% in 2022 and is expected to remain in the double digits by the end of the 2023 fiscal year. This increase is primarily due to the rising prices of milk, as well as, to a lesser extent, dairy products and eggs. The surge in prices can be attributed to various factors, including insufficient domestic milk production caused by low-yielding cows, livestock losse...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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

Dairy Products and Alternatives in Cameroon
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

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

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Escalating prices plague Cameroonian baby food market

Dominance of affordable infant cereals that meet nutritional needs

Primalac Premium: a resounding success in infant formula milk, yet hindered by supply challenges

PROSPECTS AND OPPORTUNITIES

Addressing undernutrition in Cameroon by introducing a nutrient-focused baby food brand for the Northern Region

Supermarkets rapidly gaining ground

Empowering Cameroon's economy: pioneering industrial baby food production for local growth

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 Distribution of Baby Food by Format: % Value 2018-2023

Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

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 20 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 21 Sales of Butter and Spreads by Category: Value 2018-2023

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 29 Forecast Sales of Butter and Spreads by Category: % Volume Growth
2023-2028

Table 30 Forecast Sales of Butter and Spreads by Category: % Value Growth
2023-2028

CHEESE IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cheese, a very nascent market due to a culture not rooted in cheese consumption
Modern outlets enhance visibility and consumer awareness of cheese to expand the
market

Challenges and shifting preferences: spreadable cheese

PROSPECTS AND OPPORTUNITIES

The rising influence of fast food on Cameroon's cheese market

Cheese awareness in Cameroon: a regional perspective

Growing curiosity and interest in cheese presents an opportunity for nascent market

CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2018-2023

Table 32 Sales of Cheese by Category: Value 2018-2023

Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 34 Sales of Cheese by Category: % Value Growth 2018-2023

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 36 NBO Company Shares of Cheese: % Value 2019-2023

Table 37 LBN Brand Shares of Cheese: % Value 2020-2023

Table 38 Distribution of Cheese by Format: % Value 2018-2023

Table 39 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 40 Forecast Sales of Cheese by Category: Value 2023-2028

Table 41 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 42 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DRINKING MILK PRODUCTS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Niche status of packaged fresh milk

Powder milk reigns in Cameroon

Intense competition in powder milk

PROSPECTS AND OPPORTUNITIES

Affordability and cultural preferences to drive the expansion of powder milk consumption
Montb?liarde cows and import-substitution policy to reshape Cameroon's milk industry
Unlocking untapped potential: positioning flavoured milk drinks as a healthy alternative
CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume
2023-2028

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value
2023-2028

Table 52 Forecast Sales of Drinking Milk Products Products by Category: % Volume
Growth 2023-2028

Table 53 Forecast Sales of Drinking Milk Products Products by Category: % Value
Growth 2023-2028

YOGHURT AND SOUR MILK PRODUCTS IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local players reign supreme in yoghurt

Competition reshapes the market, offering variety and accessibility

Prices rise amidst fierce competition

PROSPECTS AND OPPORTUNITIES

Children's preferences drive demand for smaller sizes and flavoured varieties

Elevating yoghurt as the alternative dessert choice

Embracing flavour innovation

CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth
2018-2023

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth
2018-2023

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value

2019-2023

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume
2023-2028

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value
2023-2028

Table 63 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume
Growth 2023-2028

Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value
Growth 2023-2028

OTHER DAIRY IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation sparks significant price hike in condensed milk

Affordability of condensed milk drives demand among low-income consumers

Baking and pastry boom drives cream market growth

PROSPECTS AND OPPORTUNITIES

Condensed milk and cream poised to propel growth of “other dairy”

Foodservice is a key driver for growth, particularly condensed milk and cream

Packaging and product innovation to play a key role

CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2018-2023

Table 66 Sales of Other Dairy by Category: Value 2018-2023

Table 67 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN CAMEROON

KEY DATA FINDINGS

2023 DEVELOPMENTS

Very little appetite for plant-based products in Cameroon

Soy-based dairy alternatives lead

Camlait's transformation of the plant-based dairy market

PROSPECTS AND OPPORTUNITIES

Global trend of plant-based diets and healthier lifestyles many support future growth

Rising competition

Growing concerns about environmental sustainability

CATEGORY DATA

Table 76 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 77 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 79 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 80 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 81 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 82 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

I would like to order

Product name: Dairy Products and Alternatives in Cameroon

Product link: <https://marketpublishers.com/r/D02B1BB2192AEN.html>

Price: US\$ 2,100.00 (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/D02B1BB2192AEN.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