

## Ice Cream in Cameroon

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Ice cream consumption is definitely on the increase in Cameroon as the numbers of ice cream parlours operating in Yaounde and Douala is rising. Some supermarket chains such as Santa Lucia now in key locations in the centres of Yaounde and Douala also now have ice cream parlours. This can be attributed to the fast food trend which is observable in Yaounde and Douala. In recent months, several new outlets where consumers can enjoy burgers, kebabs and other types of fast food have opened in...

Euromonitor International's Ice Cream 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 2009-2013, 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 new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Frozen Yoghurt, Impulse Ice Cream, Retail Artisanal Ice Cream, Take-Home Ice Cream.

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

### Why buy this report?

- Get a detailed picture of the Ice Cream 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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#### Executive Summary

- Packaged Food Expected To Rise Above 2013 Level in 2014
- A Noticeable Rise in the Number of Takeaways and Restaurants
- International Brands Are More Prominent Than Local Brands
- Traditional Grocery Retailers Sell Most Packaged Food
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