

# Noodles in Cameroon

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## Abstracts

Noodles volume sales increases by 7% in 2013 in retail value terms. This growth is being fuelled by discounts and in-store promotions, which attract price-sensitive customers. The growing disposable incomes in Cameroon are also helping to increase the consumer base as consumers move from more essential products. Competition between manufacturers remains mainly based on price positioning.

Euromonitor International's Noodles 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:** Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

### Why buy this report?

Get a detailed picture of the Noodles 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Noodles by Category: Volume 2008-2013

Table 2 Sales of Noodles by Category: Value 2008-2013

Table 3 Sales of Noodles by Category: % Volume Growth 2008-2013

Table 4 Sales of Noodles by Category: % Value Growth 2008-2013

Table 5 NBO Company Shares of Noodles: % Value 2009-2013

Table 6 LBN Brand Shares of Noodles: % Value 2010-2013

Table 7 Distribution of Noodles by Format: % Value 2008-2013

Table 8 Forecast Sales of Noodles by Category: Volume 2013-2018

Table 9 Forecast Sales of Noodles by Category: Value 2013-2018

Table 10 Forecast Sales of Noodles by Category: % Volume Growth 2013-2018

Table 11 Forecast Sales of Noodles by Category: % Value Growth 2013-2018

Executive Summary

Packaged Food Continues To Grow Strongly in 2013

Improving Infrastructure Is Having A Positive Effect on the Distribution of Packaged Food

Overall Competitive Environment Remains Positive for International Players

Open Markets Are Major Distribution Points

Packaged Food in Cameroon Has Very Bright Growth Prospects

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2008-2013

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2008-2013

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2013-2018

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2013-2018

Impulse and Indulgence Products - Key Trends and Developments

## Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 16 Sales of Impulse and Indulgence Products by Category: Volume 2008-2013

Table 17 Sales of Impulse and Indulgence Products by Category: Value 2008-2013

Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2008-2013

Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2008-2013

Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2009-2013

Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2010-2013

Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2013-2018

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2013-2018

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2013-2018

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2013-2018

## Meal Solutions - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 26 Sales of Meal Solutions by Category: Volume 2008-2013

Table 27 Sales of Meal Solutions by Category: Value 2008-2013

Table 28 Sales of Meal Solutions by Category: % Volume Growth 2008-2013

Table 29 Sales of Meal Solutions by Category: % Value Growth 2008-2013

Table 30 NBO Company Shares of Meal Solutions: % Value 2009-2013

Table 31 LBN Brand Shares of Meal Solutions: % Value 2010-2013

Table 32 Forecast Sales of Meal Solutions by Category: Volume 2013-2018

Table 33 Forecast Sales of Meal Solutions by Category: Value 2013-2018

Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2013-2018

Table 35 Forecast Sales of Meal Solutions by Category: % Value Growth 2013-2018

## Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 36 Sales of Nutrition/Staples by Category: Volume 2008-2013

Table 37 Sales of Nutrition/Staples by Category: Value 2008-2013

Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2008-2013

Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2008-2013

Table 40 NBO Company Shares of Nutrition/Staples: % Value 2009-2013

Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2010-2013

Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2013-2018

Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2013-2018

Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2013-2018

Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2013-2018

Market Data

Table 46 Sales of Packaged Food by Category: Volume 2008-2013

Table 47 Sales of Packaged Food by Category: Value 2008-2013

Table 48 Sales of Packaged Food by Category: % Volume Growth 2008-2013

Table 49 Sales of Packaged Food by Category: % Value Growth 2008-2013

Table 50 GBO Company Shares of Packaged Food: % Value 2009-2013

Table 51 NBO Company Shares of Packaged Food: % Value 2009-2013

Table 52 LBN Brand Shares of Packaged Food: % Value 2010-2013

Table 53 Penetration of Private Label by Category: % Value 2008-2013

Table 54 Distribution of Packaged Food by Format: % Value 2008-2013

Table 55 Distribution of Packaged Food by Format and Category: % Value 2013

Table 56 Forecast Sales of Packaged Food by Category: Volume 2013-2018

Table 57 Forecast Sales of Packaged Food by Category: Value 2013-2018

Table 58 Forecast Sales of Packaged Food by Category: % Volume Growth 2013-2018

Table 59 Forecast Sales of Packaged Food by Category: % Value Growth 2013-2018

Sources

Summary 1 Research Sources

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