

Ready Meals in Cameroon

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Abstracts

COVID-19 is expected to negatively impact ready meals in 2020. The product area registered negligible value sales over the review period and in 2020, with people cooking more at home, due to restrictions on movement due to COVID-19, whatever growth was happening is expected to take a step back. As a result, there is expected to be a decline in retail volume in 2020. Also, ready meals are a comparatively expensive product and with people's disposable income already declining due to COVID-19, thi...

Euromonitor International's Ready Meals 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

Get a detailed picture of the Ready Meals 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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Consumers shift from ready meals to home cooking in 2020

No strong leader emerges due to fragmentation and lack of consistent supply

Lack of culture of ready meals is preventing value growth

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