



Hot Drinks in Cameroon

January 2025

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DISCLAIMER

SOURCES

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2024 DEVELOPMENTS

- Price sensitivity drives consumer choices in instant coffee in Cameroon
- Fresh and instant standard coffee lead Cameroon’s coffee market, while instant coffee mixes struggle due to limited variety
- Cameroon’s coffee sector reinvigorated with the relaunch of Cacao & Coffee festival

PROSPECTS AND OPPORTUNITIES

- Youth disinterest and export focus threaten coffee industry’s future in Cameroon
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KEY DATA FINDINGS

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Shrinkflation hits other hot drinks: Complaints mount over reduced product volumes

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