



Euromonitor
International

Sauces, Dips and Condiments in Cameroon

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity boosts demand for budget-friendly packaged herbs and spices, with affordability leading sales of tomato paste and stock cubes

Convenience, longer shelf life and local flavours drive sales of herbs and spices, while the unappealing profile of liquid fonds diminishes household demand

Rising preference for stock powders disrupts market, challenging Nestlé's dominance

PROSPECTS AND OPPORTUNITIES

Health and wellness at the forefront of cooking ingredients as preference for fresh ingredients remains strong

Convenience at the heart of stock powders and packaged herbs and spices, while fast food culture drives demand for table sauces

Ease of use and longevity propel packaged herbs and spices, while liquid fonds struggle to find traction

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