



Euromonitor
International

Spirits in Cameroon

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Flourishing illicit imports dampen retail volume sales
Gracebom deal helps Diageo Plc strengthen its leadership position
Supermarkets continue to grow in popularity as a distribution channel

PROSPECTS AND OPPORTUNITIES

Total volume sales will rebound, despite imminent sachet whisky ban
Experiential marketing to boost on-trade demand
Local production of Scotch whisky will increase

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Retail developments
On-trade vs off-trade split
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade
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