

Wine in Cameroon

June 2025

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Wine in Cameroon - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply disruptions undermine retail volume sales Artisans now bottling local palm wine Supermarkets dominate off-trade sales of wine

PROSPECTS AND OPPORTUNITIES

Increased supply will underpin rebound in retail volume sales Status-driven consumption increasingly visible in the on-trade On-trade establishments can expand wine-pairing opportunities

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Alcoholic Drinks in Cameroon - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture 2024 key trends Competitive landscape Retail developments On-trade vs off-trade split What next for alcoholic drinks?

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 Duty free Cross-border/private imports

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