



Euromonitor  
International

# Beer in Cameroon

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Supply disruptions lead to contraction in retail volume sales  
Société Anonyme des Boissons du Cameroun invests to increase production capacity  
Supermarkets continue to gain ground on food/drink/tobacco specialists

### PROSPECTS AND OPPORTUNITIES

Price uncertainty will continue to hamper growth  
Brewers may launch smaller bottles to boost affordability  
Canned beer to gain traction for at-home consumption and events

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Legal purchasing age and legal drinking age  
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Advertising  
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Opening hours  
On-trade establishments

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