

Rice, Pasta and Noodles in Cameroon

November 2024

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Rice, Pasta and Noodles in Cameroon - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rice consumption rebounds as prices fall thanks to improvements in supply Cheaper domestic brands increasingly favoured in dried pasta

Premiumisation trend remains strong in rice

PROSPECTS AND OPPORTUNITIES

Ambitious plan to boost domestic rice output should facilitate greater price stability More players likely to develop fortified products and target foodservice operators Plain noodles will remain the smallest and slowest growing category

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