



# Juice in Cameroon

January 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Price sensitivity hits 100% juice category hard as prices rise and cheaper healthier alternatives gain traction  
100% juice remains top performer despite price hikes and inflation, while nectars struggle amidst supply issues and major market exits  
Artisans embrace sustainable packaging for 100% juice: Recycled glass and PET bottles gain popularity amidst funding constraints

### PROSPECTS AND OPPORTUNITIES

Overcoming juice pricing challenges amid lingering effects of inflation  
Rebounding 100% natural juice, growing popularity of affordable pouch drinks, and struggles of reconstituted juice  
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