

Rtds in Cameroon

June 2025

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Rtds in Cameroon - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Production constraints undermine total volume sales

SABC Cameroun's acquisition of Guinness Cameroun SA deepens market consolidation

Supermarkets continue to gain ground on food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

Investment by Société Anonyme des Boissons du Cameroun will boost supply

RTDs based on indigenous plants offer a growth opportunity

Metal cans to grow in popularity as an alternative to glass bottles

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Alcoholic Drinks in Cameroon - Industry Overview

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On-trade vs off-trade split

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Legislation

Legal purchasing age and legal drinking age

Drink driving

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Smoking ban

Opening hours

On-trade establishments

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