



Euromonitor
International

Hot Drinks in Cameroon

November 2025

Table of Contents

EXECUTIVE SUMMARY

Coffee best performer in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Slight fall in volume sales

Soaring input costs collide with price-sensitive consumers

Wellness a premium lifeline amid economic strain

WHAT'S NEXT?

Moderate outlook over forecast period, though challenges remain

Consumers remain price sensitive

New channels drive sales, amid cost pressures

COMPETITIVE LANDSCAPE

Uncertainty for popular Matinal brand

CHANNELS

Supermarkets have tight lead

Small local grocers gain most value share

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Coffee in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Instant coffee continues to account for most value and volume sales

INDUSTRY PERFORMANCE

Moderate recovery in 2025, despite surging prices

Fresh ground coffee registers highest value growth

WHAT'S NEXT

Structural limits persist despite modest growth potential

Increasing coffee culture

Sustainability compliance to drive up costs as EU deforestation rules reshape coffee supply chains

COMPETITIVE LANDSCAPE

Nestlé solidifies its leadership through cost optimisation

Nestlé expands reach through successful entrepreneurial programme

COMPETITIVE LANDSCAPE

Supermarkets dominate distribution

Foodservice registers higher volume growth

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Tea in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit/herbal tea fares best, though from low base

INDUSTRY PERFORMANCE

Significant fall in retail volume sales

Fruit/herbal tea registers highest value growth

WHAT'S NEXT?

Rebound hinges on conflict stabilisation and policy shifts

Fruit/herbal tea registers highest value and volume growth

Foodservice offers most growth potential

COMPETITIVE LANDSCAPE

Brand power, product diversification, and distribution cement Lipton's lead

Lipton gains most value share

CHANNELS

Small local grocers lead on accessibility, supermarkets drive growth through variety and branding

Foodservice fares best

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Other Hot Drinks in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Malt-based hot drinks outperforms chocolate-based flavoured powder drinks

INDUSTRY PERFORMANCE

Slight fall in volume sales, as soaring prices of cocoa suppress demand

Malt-based hot drinks registers highest value and volume growth

WHAT'S NEXT

Moderate constant value growth over forecast period

Local cocoa processing expansion strengthens supply for chocolate-based flavoured powder drinks

Smaller pack sizes are popular

COMPETITIVE LANDSCAPE

Nestlé retains lead, despite criticism

Ovaltine gains most value share

CHANNELS

Small local grocers continue to dominate

Foodservice register higher volume growth

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-cameroon/report.