



Tobacco in Cameroon

June 2025

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Cigarettes in Cameroon

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- Price hikes depress demand, boost illicit trade
- Price stability helps SODISNI grow its retail volume share
- Food/drink/tobacco specialists gain ground, as small local grocers retreat

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in Cameroon

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Cigars and cigarillos struggle amid shisha boom
Al Fakher dominates smoking tobacco with its extensive shisha portfolio
Hospitality (on-trade) continues to grow in importance as a distribution channel

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