



Euromonitor
International

Beer in Cameroon

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply disruptions lead to contraction in retail volume sales
Société Anonyme des Boissons du Cameroun invests to increase production capacity
Supermarkets continue to gain ground on food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

Price uncertainty will continue to hamper growth
Brewers may launch smaller bottles to boost affordability
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Alcoholic Drinks in Cameroon - Industry Overview

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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