



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Cameroon

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Promotional offers and product extensions drive value growth

Parlite Foods continues to lead

Roadside kiosks and small local grocers drive sales through strategic placement, affordability, and impulse buying

PROSPECTS AND OPPORTUNITIES

Uncertainty over forecast period

Increasing differentiation, with social media also playing an increasing role in promotion

VAT relief and growth in milk production could alleviate pressure on costs, though fuel and cocoa prices will continue to rise

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-cameroon/report.