



Euromonitor
International

Staple Foods in Cameroon

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Staple Foods in Cameroon

EXECUTIVE SUMMARY

Resilient demand amid inflation and supply-side pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability front and centre: budget pressures drive shift to cheaper staples

Private label surge: retailers expand affordable in-house ranges

WHAT'S NEXT?

Affordable staples and premium pockets: the twin engines of market growth

Policy-driven self-sufficiency to reshape staple production in core categories

Rising health awareness and busier lifestyles drive demand for more convenient and healthier staples among urban shoppers

COMPETITIVE LANDSCAPE

Olam leverages diversified rice portfolio and fortified brands

Low-cost strategy, diversified product offering, and strategic local partnerships drive dynamic growth of Francap Distribution

CHANNELS

Small local grocers lead with micro-unit sales to meet daily nutritional demand amid cost-pressure environment

Supermarkets emerge as growth hotspots with in-house brands and promotions

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Baked Goods in Cameroon

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Government price controls and local flours drive growth

INDUSTRY PERFORMANCE

Price stabilisation and local flour integration sustain bread-led growth

Unpackaged leavened bread is the most dynamic category

WHAT'S NEXT?

Bread to anchor growth, with artisanal cakes, flatbreads, and local packaged pastries adding momentum
Affordability will dominate, but healthier baked goods will carve out a small urban niche
Policy reforms and local flour mandates

COMPETITIVE LANDSCAPE

Artisanal and in-house bakeries drive freshness-led market dominance
Supermarkets benefit from urban consumers' growing preference for convenience and hygiene

CHANNELS

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[Breakfast Cereals in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth supported by rising health awareness, demand for convenience, and wider product variety

INDUSTRY PERFORMANCE

Cultural habits continue to limit the broader adoption of breakfast cereals
Children's breakfast cereals' dynamism supported by parents' increasing willingness to offer more diverse breakfast options and improve nutrition

WHAT'S NEXT?

Health and wellness trend set to shift demand
Local production prospects strengthened by raw material abundance and government incentives

COMPETITIVE LANDSCAPE

Private label outpaces multinationals, offering both value and variety
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CHANNELS

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KEY DATA FINDINGS

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Growth driven by rising fresh produce prices and the convenience of shelf stable options

INDUSTRY PERFORMANCE

Processed fruit and vegetables gain ground amid price and time pressures

Growth of shelf stable vegetables driven by their convenience

WHAT'S NEXT?

Gradual uptake of processed fruit and vegetables driven by convenience, urbanisation, and Western eating trends

Overcoming health perceptions: trust-building through simplicity and localised product positioning

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sharp decline of sardine imports due to food safety scares

INDUSTRY PERFORMANCE

Premiumisation and fast food demand drive chilled processed meat gains amid sardine-led volume decline
Rising demand for convenient packaged processed meats

WHAT'S NEXT?

Cultural preference for fresh produce and inflationary pressures to restrain growth before convenience gains traction
Processed products face health pushback
Digital catalogues to shape discovery, while e-commerce remains marginal and production innovation lags

COMPETITIVE LANDSCAPE

Supermarket private label brands dominate with value-added ranges and price promotions targeting urban shoppers

CHANNELS

Supermarkets lead, offering a wide product assortment, including value-added options

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[Rice, Pasta and Noodles in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand supported by population growth, urbanisation and the affordability of rice, pasta and noodles

INDUSTRY PERFORMANCE

Resilient demand driven by persistent inflationary pressures and targeted policy interventions
Rice benefits from population growth, urbanisation and sharp price increases for other staple carbohydrates

WHAT'S NEXT?

Government investment in local production targets self-sufficiency and price stability
Opportunity for fortified and functional products
Strategic investments and policy reforms enhance local production of rice and pasta

COMPETITIVE LANDSCAPE

Olam's brand diversification drives competitive gains

CHANNELS

Small local grocers lead, offering convenience and affordability
Supermarkets gain momentum with premium offerings and promotions

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