



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
- Canned beer to gain traction for at-home consumption and events

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- 2024 key trends
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- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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