



Baked Goods in Cameroon

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Small local grocers maintain their lead

Supermarket's dynamic growth driven by variety, freshness, and in-house consumption

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EXECUTIVE SUMMARY

Resilient demand amid inflation and supply-side pressures

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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

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