



**Euromonitor
International**

Processed Fruit and Vegetables in Cameroon

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Processed Fruit and Vegetables in Cameroon - Category analysis

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2025 DEVELOPMENTS

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

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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

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