



Euromonitor
International

Juice in Cameroon

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice drinks (up to 24% juice) continues to account for most volume sales

INDUSTRY PERFORMANCE

Price increases dampen volume growth

Juice drinks (up to 24% juice) register highest volume growth

WHAT'S NEXT?

Juice will register moderate volume growth over forecast period

Potential for large-scale production of not from concentrate 100% juice

Players need to address price sensitivity

COMPETITIVE LANDSCAPE

SOTICAM holds on to tight lead

Ngouchet Group gains most volume share

CHANNELS

Supermarkets continue to dominate retail channels

Foodservice also a sizeable channel

CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Soft Drinks in Cameroon - Industry Overview](#)

EXECUTIVE SUMMARY

Positive performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Lingering inflation keeps consumers price sensitive

Health concerns accelerate substitution away from traditional sugar-heavy formats

WHAT'S NEXT?

Healthy outlook, with energy drinks and bottled water driving growth

Multinationals push sustainability up the agenda

Growing focus on functional drinks

COMPETITIVE LANDSCAPE

Source du Pays holds on to commanding lead
SABC prioritises local sourcing

CHANNELS

Small local grocers continue to dominate
Supermarkets register highest value growth

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/juice-in-cameroon/report.