



Cooking Ingredients and Meals in Cameroon

November 2025

Table of Contents

Cooking Ingredients and Meals in Cameroon

EXECUTIVE SUMMARY

Stronger purchasing power and population growth boost sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Greater price stability underpinned by increased domestic production

Manufacturers continue to face elevated cost pressures

Cameroonians show growing interest in healthier product types

Heightened budget-consciousness boosts demand for smaller and cheaper packs

WHAT'S NEXT?

Outlook for cooking ingredients and meals remains broadly favourable

Health, convenience and localisation will be focal points for new launches

Growth in domestic production should reduce supply constraints and price volatility

COMPETITIVE LANDSCAPE

Nestlé remains the overall leader in cooking ingredients and meals

Novia Industries Co is the most dynamic performer in 2025

Chococam likely to come under new ownership

CHANNELS

Small local grocers remains the dominant distribution channel

Supermarkets is the most dynamic channel in value growth terms

E-commerce penetration still negligible

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Edible Oils in Cameroon

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising domestic production, new product development and price promotions boost demand

INDUSTRY PERFORMANCE

Prices stabilise as domestic production and imports increase
Palm oil shows the fastest development in current value terms

WHAT'S NEXT?

Palm oil set to remain the dominant category
Healthier product types will continue to gain popularity
More players likely to introduce smaller and cheaper packaging formats

COMPETITIVE LANDSCAPE

Maya & Cie SCR remains the overall leader in edible oils

CHANNELS

Distribution still heavily concentrated in small local grocers
Supermarkets is the best performing channel

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited presence, range or consumer interest, as prices remain high

INDUSTRY PERFORMANCE

Dry soup is the only category to record measurable sales
Investment in digital marketing strategies continues to rise

WHAT'S NEXT?

Localisation will be key to broadening appeal of meals and soups
Prepared salads and meal kits retain solid growth potential

COMPETITIVE LANDSCAPE

Clear leaders have yet to emerge in meals and soups

CHANNELS

Supermarkets remains the dominant distribution channel

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 29 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 30 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 32 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Cameroon

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovery in purchasing power and widening distribution benefit sales

INDUSTRY PERFORMANCE

Added-value products continue to fare well in stock cubes and powders

Herbs and spices is the most dynamic performer in current value growth terms

WHAT'S NEXT?

Desire for convenience set to remain a key demand driver

Consumers will continue to gravitate towards healthier options

Digitalisation trend expected to gain momentum

COMPETITIVE LANDSCAPE

Nestlé retains commanding lead despite growing competition

CHANNELS

Small local grocers remains the top distribution channel

Sales through supermarkets continue to increase at a healthy pace

CATEGORY DATA

Table 35 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 36 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 39 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 40 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 41 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 42 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Sweet Spreads in Cameroon

KEY DATA FINDINGS

2025 DEVELOPMENTS

Greater price stability in chocolate spreads and honey boosts interest

INDUSTRY PERFORMANCE

Stabilisation of input costs alleviates pricing pressures

Chocolate spreads registers strongest growth in volume and current value sales

WHAT'S NEXT?

Youthful population and greater price stability expected to bolster demand

Health concerns will continue to shape consumer choices and competitive strategies

ESG compliance costs may impact retail unit prices for chocolate spreads

COMPETITIVE LANDSCAPE

Chococam still the clear leader in sweet spreads

CHANNELS

Small local grocers remains the most important distribution channel

Penetration of supermarkets continues to rise

CATEGORY DATA

Table 47 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 48 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 49 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 50 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 52 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 53 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 54 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 55 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 56 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 57 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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