



**Euromonitor
International**

Meals and Soups in Cameroon

November 2025

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Meals and Soups in Cameroon - Category analysis

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

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Cooking Ingredients and Meals in Cameroon - Industry Overview

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

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