



# Hot Drinks in Cameroon

November 2025

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## Hot Drinks in Cameroon

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Coffee best performer in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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Soaring input costs collide with price-sensitive consumers

Wellness a premium lifeline amid economic strain

#### WHAT'S NEXT?

Moderate outlook over forecast period, though challenges remain

Consumers remain price sensitive

New channels drive sales, amid cost pressures

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Instant coffee continues to account for most value and volume sales

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Moderate recovery in 2025, despite surging prices

Fresh ground coffee registers highest value growth

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Structural limits persist despite modest growth potential

Increasing coffee culture

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#### [Tea in Cameroon](#)

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Significant fall in retail volume sales

Fruit/herbal tea registers highest value growth

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Foodservice offers most growth potential

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Brand power, product diversification, and distribution cement Lipton's lead

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### 2025 DEVELOPMENTS

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### INDUSTRY PERFORMANCE

Slight fall in volume sales, as soaring prices of cocoa suppress demand

Malt-based hot drinks registers highest value and volume growth

### WHAT'S NEXT

Moderate constant value growth over forecast period

Local cocoa processing expansion strengthens supply for chocolate-based flavoured powder drinks

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