



Euromonitor
International

Tea in Cameroon

November 2025

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Tea in Cameroon - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit/herbal tea fares best, though from low base

INDUSTRY PERFORMANCE

Significant fall in retail volume sales

Fruit/herbal tea registers highest value growth

WHAT'S NEXT?

Rebound hinges on conflict stabilisation and policy shifts

Fruit/herbal tea registers highest value and volume growth

Foodservice offers most growth potential

COMPETITIVE LANDSCAPE

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

Lipton gains most value share

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Small local grocers lead on accessibility, supermarkets drive growth through variety and branding

Foodservice fares best

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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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Supermarkets have tight lead

Small local grocers gain most value share

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