



RTD Tea in Cameroon

December 2025

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RTD Tea in Cameroon - Category analysis

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Further decline in 2025

INDUSTRY PERFORMANCE

Moderate increase in volume sales in 2025

WHAT'S NEXT

Volume sales flat over forecast period

Reduced sugar variants could give RTD tea a boost

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Lipton Ice maintains lead thanks to global recognition as a high-quality brand

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Supermarkets dominate distribution

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Soft Drinks in Cameroon - Industry Overview

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Positive performance in 2025

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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

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