



Euromonitor
International

Concentrates in Cameroon

December 2025

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Concentrates in Cameroon - Category analysis

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2025 DEVELOPMENTS

Liquid concentrate fares better than powder

INDUSTRY PERFORMANCE

Muted performance in 2025

Liquid concentrates registers volume growth

WHAT'S NEXT?

Muted volume growth over forecast period

Expanding use of liquid concentrates creates opportunities for growth

Health concerns restrict concentrates

COMPETITIVE LANDSCAPE

Private label brands fill SABC void in liquid concentrates while leveraging strategic promotions

Foster Clark still leads powder concentrates

CHANNELS

Supermarkets lead in liquid concentrates, while small local grocers lead in powder concentrates

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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

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Growing focus on functional drinks

COMPETITIVE LANDSCAPE

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