



Euromonitor  
International

# Cigarettes in Cameroon

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price hikes depress demand, boost illicit trade
- Price stability helps SODISNI grow its retail volume share
- Food/drink/tobacco specialists gain ground, as small local grocers retreat

PROSPECTS AND OPPORTUNITIES

- Illicit trade will continue to weigh on cigarette sales
- Rising smoking prevalence among young Cameroonians
- Innovation likely to remain limited

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