



**Euromonitor
International**

Breakfast Cereals in Cameroon

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth supported by rising health awareness, demand for convenience, and wider product variety

INDUSTRY PERFORMANCE

Cultural habits continue to limit the broader adoption of breakfast cereals
Children's breakfast cereals' dynamism supported by parents' increasing willingness to offer more diverse breakfast options and improve nutrition

WHAT'S NEXT?

Health and wellness trend set to shift demand
Local production prospects strengthened by raw material abundance and government incentives

COMPETITIVE LANDSCAPE

Private label outpaces multinationals, offering both value and variety
Francap Distribution combines a broad assortment with competitive pricing and unmatched in-store visibility

CHANNELS

Supermarkets lead with exclusive access and strategic pricing

CATEGORY DATA

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EXECUTIVE SUMMARY

Resilient demand amid inflation and supply-side pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability front and centre: budget pressures drive shift to cheaper staples
Private label surge: retailers expand affordable in-house ranges

WHAT'S NEXT?

Affordable staples and premium pockets: the twin engines of market growth
Policy-driven self-sufficiency to reshape staple production in core categories
Rising health awareness and busier lifestyles drive demand for more convenient and healthier staples among urban shoppers

COMPETITIVE LANDSCAPE

Olam leverages diversified rice portfolio and fortified brands

Low-cost strategy, diversified product offering, and strategic local partnerships drive dynamic growth of Francap Distribution

CHANNELS

Small local grocers lead with micro-unit sales to meet daily nutritional demand amid cost-pressure environment

Supermarkets emerge as growth hotspots with in-house brands and promotions

MARKET DATA

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