



Euromonitor  
International

# Spirits in Cameroon

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Flourishing illicit imports dampen retail volume sales  
Gracebom deal helps Diageo Plc strengthen its leadership position  
Supermarkets continue to grow in popularity as a distribution channel

#### PROSPECTS AND OPPORTUNITIES

Total volume sales will rebound, despite imminent sachet whisky ban  
Experiential marketing to boost on-trade demand  
Local production of Scotch whisky will increase

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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2024 key trends  
Competitive landscape  
Retail developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age

Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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