



Coffee in Cameroon

November 2025

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Coffee in Cameroon - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Instant coffee continues to account for most value and volume sales

INDUSTRY PERFORMANCE

Moderate recovery in 2025, despite surging prices

Fresh ground coffee registers highest value growth

WHAT'S NEXT

Structural limits persist despite modest growth potential

Increasing coffee culture

Sustainability compliance to drive up costs as EU deforestation rules reshape coffee supply chains

COMPETITIVE LANDSCAPE

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COMPETITIVE LANDSCAPE

Supermarkets dominate distribution

Foodservice registers higher volume growth

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Coffee best performer in 2025

KEY DATA FINDINGS

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Slight fall in volume sales

Soaring input costs collide with price-sensitive consumers

Wellness a premium lifeline amid economic strain

WHAT'S NEXT?

Moderate outlook over forecast period, though challenges remain

Consumers remain price sensitive

New channels drive sales, amid cost pressures

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Small local grocers gain most value share

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