



# Baked Goods in Cameroon

January 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Government price controls and local flours drive growth

### INDUSTRY PERFORMANCE

Price stabilisation and local flour integration sustain bread-led growth

Unpackaged leavened bread is the most dynamic category

### WHAT'S NEXT?

Bread to anchor growth, with artisanal cakes, flatbreads, and local packaged pastries adding momentum

Affordability will dominate, but healthier baked goods will carve out a small urban niche

Policy reforms and local flour mandates

### COMPETITIVE LANDSCAPE

Artisanal and in-house bakeries drive freshness-led market dominance

Supermarkets benefit from urban consumers' growing preference for convenience and hygiene

### CHANNELS

Small local grocers maintain their lead

Supermarket's dynamic growth driven by variety, freshness, and in-house consumption

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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

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