



Bottled Water in Cameroon

December 2025

Table of Contents

Bottled Water in Cameroon - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water seen as a necessity

INDUSTRY PERFORMANCE

Limited access to tap water continues to support volume sales

Still bottled water registers highest volume growth

WHAT'S NEXT?

Continuing healthy volume growth, due to lack of clean tap water

Utility company Camwater plans to invest in industrial-scale bottled water production

Carbonated and flavoured waters struggle

COMPETITIVE LANDSCAPE

Source du Pays continues to dominate

Société des Eaux Minérales du Cameroun also a sizeable player

CHANNELS

Small local grocers lead, but supermarkets also sizeable

Volume sales low through foodservice

CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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Soft Drinks in Cameroon - Industry Overview

EXECUTIVE SUMMARY

Positive performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Lingering inflation keeps consumers price sensitive

Health concerns accelerate substitution away from traditional sugar-heavy formats

WHAT'S NEXT?

Healthy outlook, with energy drinks and bottled water driving growth

Multinationals push sustainability up the agenda

Growing focus on functional drinks

COMPETITIVE LANDSCAPE

Source du Pays holds on to commanding lead
SABC prioritises local sourcing

CHANNELS

Small local grocers continue to dominate
Supermarkets register highest value growth

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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