



**Euromonitor
International**

Rice, Pasta and Noodles in Cameroon

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2025 DEVELOPMENTS

Rising demand supported by population growth, urbanisation and the affordability of rice, pasta and noodles

INDUSTRY PERFORMANCE

Resilient demand driven by persistent inflationary pressures and targeted policy interventions

Rice benefits from population growth, urbanisation and sharp price increases for other staple carbohydrates

WHAT'S NEXT?

Government investment in local production targets self-sufficiency and price stability

Opportunity for fortified and functional products

Strategic investments and policy reforms enhance local production of rice and pasta

COMPETITIVE LANDSCAPE

Olam's brand diversification drives competitive gains

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Small local grocers lead, offering convenience and affordability

Supermarkets gain momentum with premium offerings and promotions

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Staple Foods in Cameroon - Industry Overview

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

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