



Euromonitor  
International

# Processed Fruit and Vegetables in Cameroon

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## Processed Fruit and Vegetables in Cameroon - Category analysis

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#### 2025 DEVELOPMENTS

Growth driven by rising fresh produce prices and the convenience of shelf stable options

#### INDUSTRY PERFORMANCE

Processed fruit and vegetables gain ground amid price and time pressures

Growth of shelf stable vegetables driven by their convenience

#### WHAT'S NEXT?

Gradual uptake of processed fruit and vegetables driven by convenience, urbanisation, and Western eating trends

Overcoming health perceptions: trust-building through simplicity and localised product positioning

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Resilient demand amid inflation and supply-side pressures

### KEY DATA FINDINGS

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-cameroon/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-cameroon/report).