



Euromonitor
International

Juice in Cameroon

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice drinks (up to 24% juice) continues to account for most volume sales

INDUSTRY PERFORMANCE

Price increases dampen volume growth

Juice drinks (up to 24% juice) register highest volume growth

WHAT'S NEXT?

Juice will register moderate volume growth over forecast period

Potential for large-scale production of not from concentrate 100% juice

Players need to address price sensitivity

COMPETITIVE LANDSCAPE

SOTICAM holds on to tight lead

Ngouchet Group gains most volume share

CHANNELS

Supermarkets continue to dominate retail channels

Foodservice also a sizeable channel

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[Soft Drinks in Cameroon - Industry Overview](#)

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Positive performance in 2025

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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

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SABC prioritises local sourcing

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Small local grocers continue to dominate

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