



# Dairy Products and Alternatives in Cameroon

August 2025

Table of Contents

## Dairy Products and Alternatives in Cameroon

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Cameroon

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dried baby food performs well, though only marginal volume growth for milk formula

Blédina makes gains

Supermarkets gain significant value share over review period

### PROSPECTS AND OPPORTUNITIES

Dried baby food continues to outperform milk formula

Key focus on nutrition

Soy-based milk formula could gain traction as cost-effective alternative to cow-based milk formula

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

## Butter and Spreads in Cameroon

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Margarine continues to dominate

Jadida continues to lead, but local brand Vallée d'Or makes gains

Small local grocers continue to lead

## PROSPECTS AND OPPORTUNITIES

Similar dynamics over forecast period

Health shift spurs demand for low-fat margarine and unsalted butter

Import-substitution push may disrupt supply, but offers long-term opportunities for local players

## CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025

Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025

Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025

Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025

Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025

Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025

Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030

Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030

Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

## Cheese in Cameroon

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Minimal volume growth overall

La Vache Qui Rit maintains leadership, supported by long-established presence

Supermarkets dominate cheese distribution

## PROSPECTS AND OPPORTUNITIES

Continuing growth over forecast period

Increasing focus on healthier positioning

Convenience-driven cheese formats set to surge

## CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025

Table 33 - Sales of Cheese by Category: Value 2020-2025

Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025

Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025

Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025

Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025

Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025

Table 39 - NBO Company Shares of Cheese: % Value 2021-2025

Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025

Table 41 - Distribution of Cheese by Format: % Value 2020-2025

Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030

Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030

Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030

Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

## Drinking Milk Products in Cameroon

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Powder milk continues to dominate and drive sales

Though Nestlé continues to lead powder milk, there is increasing concern about the quality of the local manufactured offering

Local grocers continue to dominate, though supermarkets steal value share

### PROSPECTS AND OPPORTUNITIES

Powdered milk to lead, while shelf stable and flavoured drinking milk see growth

Fortified and functional represents opportunity for growth

Government push to boost local milk production to reduce import reliance

### CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

## Yoghurt and Sour Milk Products in Cameroon

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Yoghurt registers highest volume growth among all dairy products in 2025

SOTICAM dominates yoghurt with value pricing and wide urban reach

Supermarkets benefit from more reliable cold storage

#### PROSPECTS AND OPPORTUNITIES

Yoghurt shifts from premium to everyday snack

Rising health consciousness drives demand for plain yoghurt

Improved cold chain storage presents opportunities

#### CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Other Dairy in Cameroon

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Significant volume decline overall

Royal FrieslandCampina strengthens hold amid supply chain advantage and trust gap with other brands

Small local grocers continue to dominate

#### PROSPECTS AND OPPORTUNITIES

Modest growth driven by affordable formats and functional usage

Better-for-you variants make limited gains

Imports under pressure, with local production poised to benefit

#### CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

## Plant-Based Dairy in Cameroon

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Camlait's resumption a positive, with soy yoghurt leading the charge

Camlait sole competitor in plant-based dairy

Small local grocers lead distribution

#### PROSPECTS AND OPPORTUNITIES

Moderate growth for plant-based dairy amidst limited variety and availability

Room for adding further health benefits

Soy a promising substitute to meet deficit in cow's milk

#### CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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