



Processed Meat, Seafood and Alternatives To Meat in Cameroon

January 2026

Processed Meat, Seafood and Alternatives To Meat in Cameroon - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sharp decline of sardine imports due to food safety scares

INDUSTRY PERFORMANCE

Premiumisation and fast food demand drive chilled processed meat gains amid sardine-led volume decline

Rising demand for convenient packaged processed meats

WHAT'S NEXT?

Cultural preference for fresh produce and inflationary pressures to restrain growth before convenience gains traction

Processed products face health pushback

Digital catalogues to shape discovery, while e-commerce remains marginal and production innovation lags

COMPETITIVE LANDSCAPE

Supermarket private label brands dominate with value-added ranges and price promotions targeting urban shoppers

CHANNELS

Supermarkets lead, offering a wide product assortment, including value-added options

CATEGORY DATA

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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

MARKET DATA

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