



Passport

Breakfast Cereals in Cameroon

Euromonitor International

October 2021

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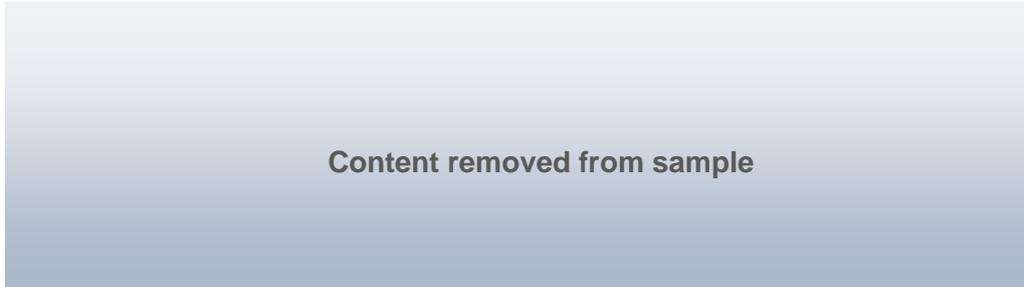
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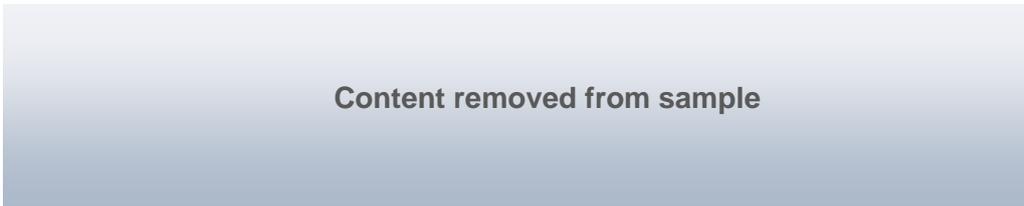
BREAKFAST CEREALS IN CAMEROON - CATEGORY ANALYSIS

KEY DATA FINDINGS

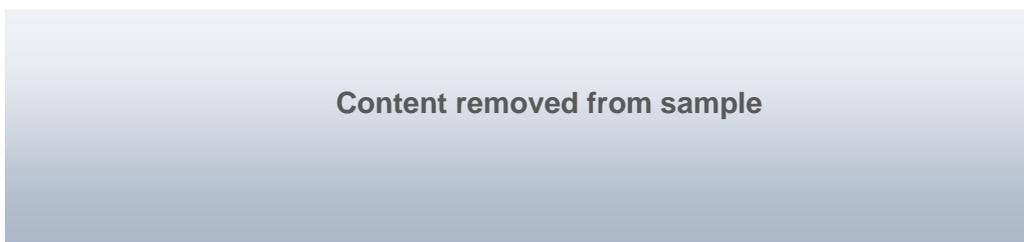


2021 DEVELOPMENTS

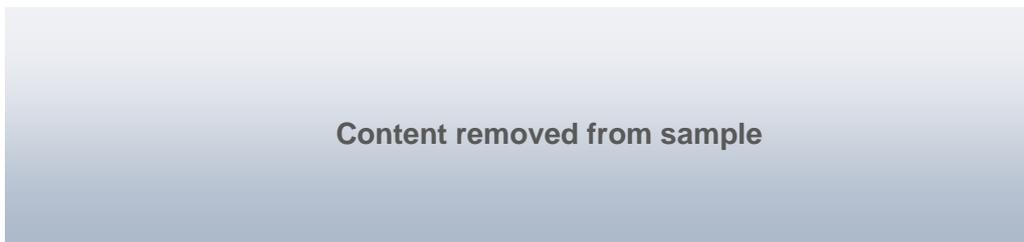
Breakfast cereals remains reliant on imports



Children driving demand for packaged breakfast cereals

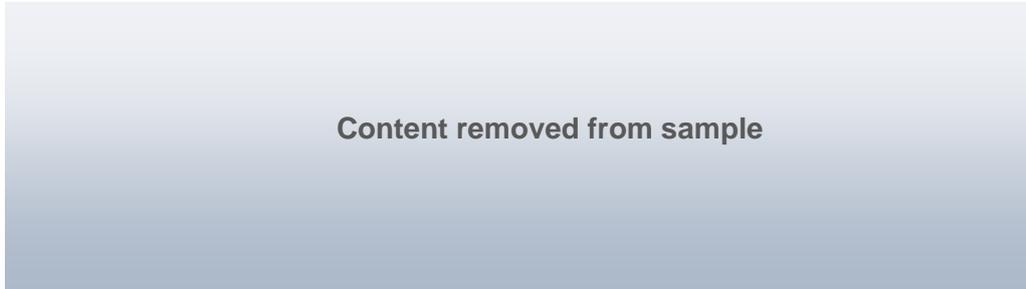


High prices continue to limit demand

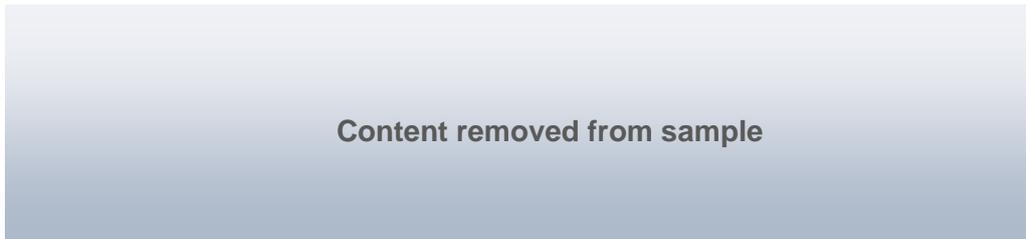


PROSPECTS AND OPPORTUNITIES

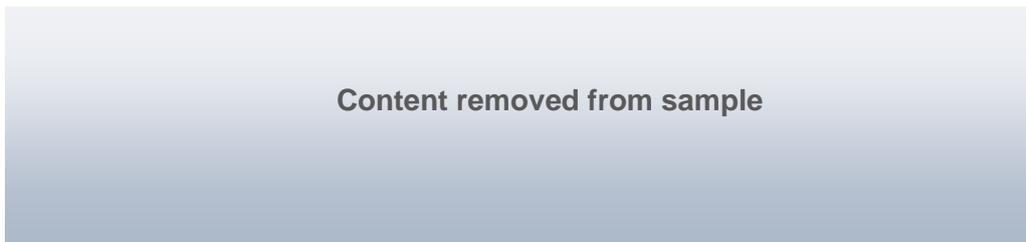
Fast-paced lifestyles and the need for convenience to drive growth across the forecast period



Sales could benefit from Millennials shifting towards Western eating habits



Growth projections tied to the economy



CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2016-2021

'000 tonnes

	2016	2017	2018	2019	2020	2021
Breakfast Cereals	Data removed from sample					
Hot Cereals						

- RTE Cereals
- Children's Breakfast Cereals
- Family Breakfast Cereals
- Flakes
- Muesli and Granola
- Other RTE Cereals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Breakfast Cereals by Category: Value 2016-2021

XAF billion

	2016	2017	2018	2019	2020	2021
Breakfast Cereals	Data removed from sample					
Hot Cereals						
RTE Cereals						
- Children's Breakfast Cereals						
- Family Breakfast Cereals						
-- Flakes						
-- Muesli and Granola						
-- Other RTE Cereals						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Breakfast Cereals	Data removed from sample		
Hot Cereals			
RTE Cereals			
- Children's Breakfast Cereals			
- Family Breakfast Cereals			
-- Flakes			
-- Muesli and Granola			
-- Other RTE Cereals			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Breakfast Cereals	Data removed from sample		
Hot Cereals			
RTE Cereals			
- Children's Breakfast Cereals			
- Family Breakfast Cereals			

- Flakes
- Muesli and Granola
- Other RTE Cereals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Breakfast Cereals by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery

Data removed from sample

- Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Food/drink/tobacco specialists
- Independent Small Grocers
- Other Grocery Retailers
- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Other Foods Non-Grocery Specialists
- Mixed Retailers
- Non-Store Retailing
- Vending
- Homeshopping
- E-Commerce
- Direct Selling
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2021-2026

'000 tonnes	2021	2022	2023	2024	2025	2026
Breakfast Cereals	Data removed from sample					
Hot Cereals						
RTE Cereals						
- Children's Breakfast Cereals						
- Family Breakfast Cereals						
-- Flakes						
-- Muesli and Granola						
-- Other RTE Cereals						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2021-2026

XAF billion	2021	2022	2023	2024	2025	2026
Breakfast Cereals	Data removed from sample					
Hot Cereals						
RTE Cereals						
- Children's Breakfast Cereals						

- Family Breakfast Cereals
- Flakes
- Muesli and Granola
- Other RTE Cereals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2021-2026

% volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Breakfast Cereals	Data removed from sample		
Hot Cereals			
RTE Cereals			
- Children's Breakfast Cereals			
- Family Breakfast Cereals			
-- Flakes			
-- Muesli and Granola			
-- Other RTE Cereals			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Breakfast Cereals	Data removed from sample		
Hot Cereals			
RTE Cereals			
- Children's Breakfast Cereals			
- Family Breakfast Cereals			
-- Flakes			
-- Muesli and Granola			
-- Other RTE Cereals			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

STAPLE FOODS IN CAMEROON - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Staple foods in 2021: The big picture

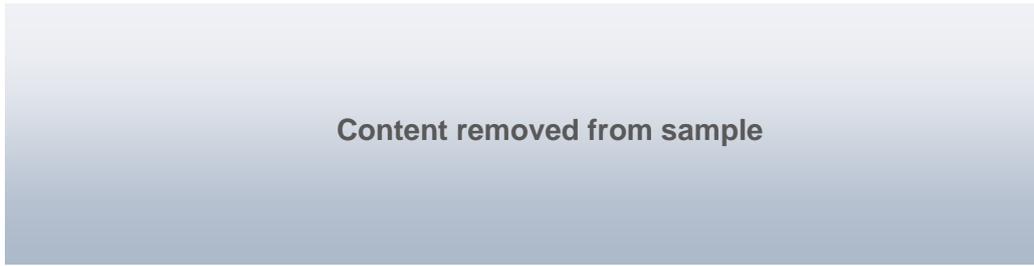
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Key trends in 2021

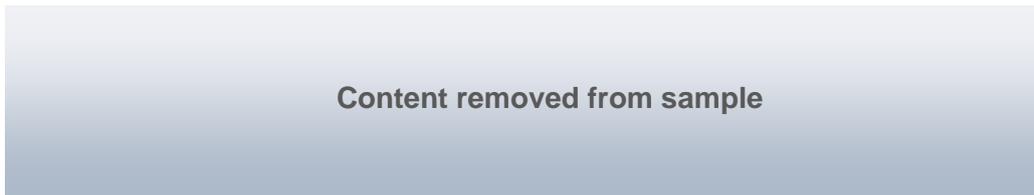
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Competitive Landscape

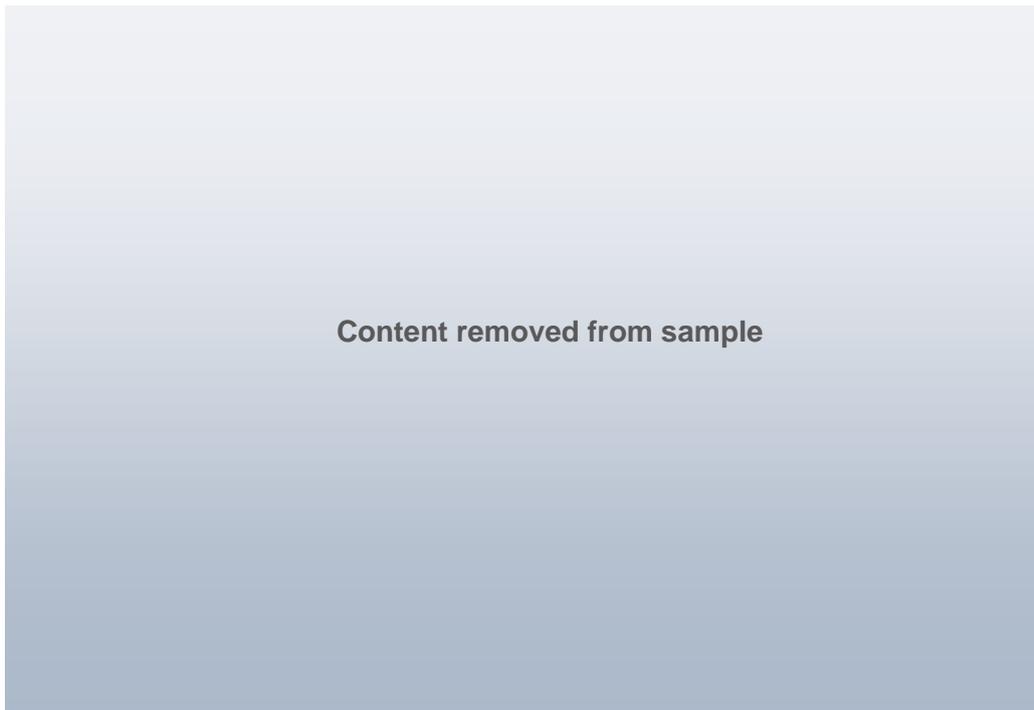
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Channel developments



What next for staple foods?



MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2016-2021

'000 tonnes

	2016	2017	2018	2019	2020	2021
Baked Goods	Data removed from sample					
Breakfast Cereals						
Processed Fruit and Vegetables						
Processed Meat, Seafood and Alternatives to Meat						
Rice, Pasta and Noodles						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Staple Foods by Category: Value 2016-2021

XAF billion

	2016	2017	2018	2019	2020	2021
Baked Goods	Data removed from sample					
Breakfast Cereals						
Processed Fruit and Vegetables						
Processed Meat, Seafood and Alternatives to Meat						
Rice, Pasta and Noodles						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Staple Foods by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			
Rice, Pasta and Noodles			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Staple Foods by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			

Rice, Pasta and Noodles

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 NBO Company Shares of Staple Foods: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 LBN Brand Shares of Staple Foods: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Penetration of Private Label by Category: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Baked Goods	Data removed from sample					
Breakfast Cereals						
Rice, Pasta and Noodles						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Distribution of Staple Foods by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
-- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Forecast Sales of Staple Foods by Category: Volume 2021-2026

'000 tonnes

	2021	2022	2023	2024	2025	2026
Baked Goods Breakfast Cereals Processed Fruit and Vegetables Processed Meat, Seafood and Alternatives to Meat Rice, Pasta and Noodles	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Staple Foods by Category: Value 2021-2026

XAF billion

	2021	2022	2023	2024	2025	2026
Baked Goods Breakfast Cereals Processed Fruit and Vegetables Processed Meat, Seafood and Alternatives to Meat Rice, Pasta and Noodles	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Staple Foods by Category: % Volume Growth 2021-2026

% volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Staple Foods Baked Goods Breakfast Cereals Processed Fruit and Vegetables Processed Meat, Seafood and Alternatives to Meat Rice, Pasta and Noodles	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 23 Forecast Sales of Staple Foods by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Staple Foods Baked Goods Breakfast Cereals Processed Fruit and Vegetables Processed Meat, Seafood and Alternatives to Meat Rice, Pasta and Noodles	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

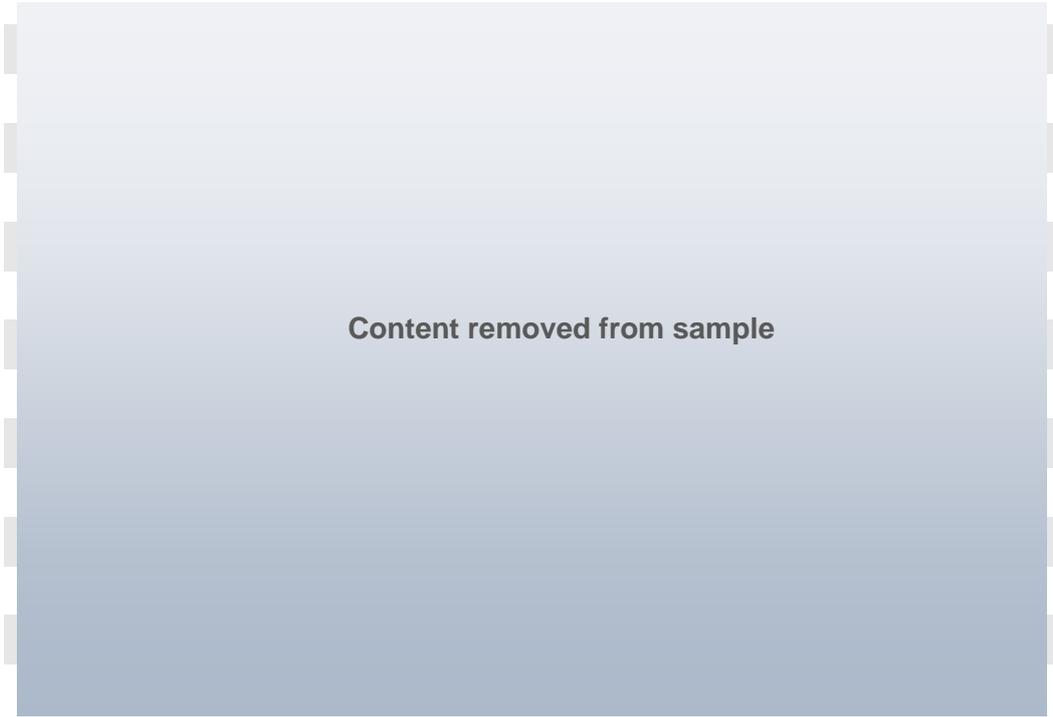
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SOURCES

Sources used during research include the following:

Summary 1 Research Sources

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Source: Euromonitor International