

# Rtds in Cameroon

June 2024

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### 2023 DEVELOPMENTS

Spirit-based RTDs lead while others struggle

SABC's strategic acquisition

Impact of supply shortages and transition in the post-sale ecosystem of Guinness Cameroon SA to SABC Cameroun

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Breaking the monopoly for innovation and growth

Cameroonians' growing love for cocktails could provide an opportunity to introduce RTD cocktails

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