

Retail E-Commerce in Cameroon

Market Direction | 2023-03-01 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The positive sales growth that was seen in e-commerce during 2022 can be attributed largely to the significant growth seen in smartphone penetration towards the end of the review period. Rising ownership of smartphones and tablets is being supported mainly by the improved access that local consumers have to lower-priced devices. Furthermore, major electronics and appliance specialist retailers now offer their customers access to consumer credit for paying for purchases of internet-enabled mobile...

Euromonitor International's Retail E-Commerce in Cameroon report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail E-Commerce in Cameroon
Euromonitor International
March 2023

List Of Contents And Tables

RETAIL E-COMMERCE IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising internet usage and smartphone penetration underpin e-commerce growth

Official digital economy programmes to boost the development of e-commerce

Expansion of core consumer base remains a major challenge

PROSPECTS AND OPPORTUNITIES

Further investment in development of internet infrastructure to boost e-commerce

The numbers of mobile internet subscription set to continue rising

The advent of 5G services set to support growth in m-commerce

CHANNEL DATA

Table 1 Retail E-Commerce by Product: Value 2017-2022

Table 2 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN CAMEROON

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

Opening hours

What next for retail?

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retail E-Commerce in Cameroon

Market Direction | 2023-03-01 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com