

Retail in Cameroon

Market Direction | 2023-03-01 | 40 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

While positive growth was recorded in retailing in Cameroon during 2022, demand was under pressure due to the impact of the high inflation that was in effect throughout the year. In particular, many lower-income households struggled to make ends meet as the cost of living increased substantially over the course of the year. This led to pressure on consumer expenditure during 2022, with only moderate sales growth recorded across the retailing industry. Furthermore, Cameroon experienced a slowdown...

Euromonitor International's Retail 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, Retail Offline.

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 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

reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail in Cameroon

Euromonitor International

March 2023

List Of Contents And Tables

RETAIL IN CAMEROON

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

Opening hours

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Retail GBO Company Shares: % Value 2018-2022

Table 8 Retail GBN Brand Shares: % Value 2019-2022

Table 9 Retail Offline GBO Company Shares: % Value 2018-2022

Table 10 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 11 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 12 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 13 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 14 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 15 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 16 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 17 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 18 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 19 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GROCERY RETAILERS IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

The entry of Carrefour a crucial sign of development in grocery retailers

Arrival of BUT intensifies competition in grocery retailers

The arrival of Nespresso a sign that consumers are becoming more discerning

PROSPECTS AND OPPORTUNITIES

Removal of fuel subsidies to result in higher prices and pressure on consumer spending

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Population growth and rising income levels to spur growth and development
Higher levels of competition as major international players fight to establish a presence
CHANNEL DATA

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 22 Sales in Grocery Retailers by Channel: Value 2017-2022
Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 24 Grocery Retailers Outlets by Channel: Units 2017-2022
Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 26 Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 27 Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 28 Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 29 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 30 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 31 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 32 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 33 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 34 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

Opening of PlaYce shopping centre a watershed in development of non-grocery retailers
Urbanisation and economic development fuel expansion of affluent urban middle class
The expansion of Mahima Supermarket a sign of rising demand among the masses

PROSPECTS AND OPPORTUNITIES

Chained players set to expand their outlet network as demand continues to rise
Improving consumer sentiment to continue underpinning growth in non-grocery retailers
Non-grocery retailers to be increasingly influenced by development of e-commerce

CHANNEL DATA

Table 35 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 36 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 40 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 41 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 42 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 44 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 45 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DIRECT SELLING IN CAMEROON

KEY DATA FINDINGS

2022 DEVELOPMENTS

The popularity of multi-level marketing supports a partial recovery for direct selling
Beauty and personal care and consumer health remain dominant in direct selling
Social media remains vitally important for the marketing of direct selling

PROSPECTS AND OPPORTUNITIES

Beauty and personal care and consumer health set to remain dominant in direct selling

Few expectations that more major direct selling players will enter Cameroon

Direct selling set to continue struggling due to its low profile in Cameroon

CHANNEL DATA

Table 46 Direct Selling by Product: Value 2017-2022

Table 47 Direct Selling by Product: % Value Growth 2017-2022

Table 48 Direct Selling GBO Company Shares: % Value 2018-2022

Table 49 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 50 Direct Selling Forecasts by Product: Value 2022-2027

Table 51 Direct Selling Forecasts by Product: % Value Growth 2022-2027

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 52 Retail E-Commerce by Product: Value 2017-2022

Table 53 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 54 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 55 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 56 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 57 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Cameroon

Market Direction | 2023-03-01 | 40 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com