

Retail in Cameroon

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

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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

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reliable information resources to help drive informed strategic planning.

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