

Grocery Retailers in Cameroon

Market Direction | 2023-03-01 | 22 pages | Euromonitor

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Report description:

France-based multinational Carrefour continued to expand its global footprint during 2022 with the opening of its first hypermarket in Cameroon. This store is located at the PlaYce shopping centre in Yaounde and it was inaugurated during July 2022. While the Carrefour hypermarket is one of the PlaYce shopping centre's major attraction, the shopping centre also houses stores from major international apparel and footwear brands. PlaYce is a company that develops and operates modern shopping centre...

Euromonitor International's Grocery Retailers 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: Convenience Retailers, Discounters, Foods/Drink/Tobacco Specialists, Hypermarkets, Small Local Grocers, Supermarkets, Warehouse Clubs.

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

Why buy this report?

- * Get a detailed picture of the Grocery Retailers 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:

Grocery Retailers in Cameroon

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List Of Contents And Tables

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

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 1 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 4 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 5 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 6 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 7 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 8 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 9 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 10 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 11 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 12 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 13 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 14 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 15 Forecast Grocery Retailers Outlets by Channel: % Unit 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 16 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 17 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 18 Sales in Retail Offline by Channel: Value 2017-2022

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Table 19 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 20 Retail Offline Outlets by Channel: Units 2017-2022

Table 21 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 22 Retail GBO Company Shares: % Value 2018-2022

Table 23 Retail GBN Brand Shares: % Value 2019-2022

Table 24 Retail Offline GBO Company Shares: % Value 2018-2022

Table 25 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 26 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 27 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 28 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 29 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 30 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 31 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 32 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 33 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 34 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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