

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.

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