

Non-Grocery Retailers in Cameroon

Market Direction | 2023-03-01 | 21 pages | Euromonitor

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Report description:

The July 2022 opening of the PlaYce shopping centre in Yaounde represented a watershed moment in the development of non-grocery retailers in Cameroon. In addition to playing host to a large hypermarket under the Carrefour brand, this very modern new shopping centre also houses major international apparel and footwear brands such as Lacoste, Jules and La Grande Recre, which collectively form part of the CFAO Consumer Retail Brand Club. In addition to its new shopping centre is the Cameroonian cap...

Euromonitor International's Non-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: Apparel and Footwear Specialists, Appliances and Electronics Specialists, General Merchandise Stores, Health and Beauty Specialists, Home Products Specialists, Leisure and Personal Goods Specialists, Other Non-Grocery Retailers.

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

Why buy this report?

- * Get a detailed picture of the Non-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

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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.

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