

Modern Grocery Retailers in Cameroon

June 2022

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Modern Grocery Retailers in Cameroon - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth begins to recover from pandemic shock

CFAO Group launches Carrefour's Supeco banner

Value sales of forecourt retailers remain well below their pre-pandemic level

PROSPECTS AND OPPORTUNITIES

New store openings will be the main growth driver

Local players will come under increased pressure from larger international rivals

Potential for e-commerce expansion

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Health and beauty specialist retailers suffer modest post-pandemic hangover

E-commerce still suffering in the aftermath of Jumia exit

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Informal retailing

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