

# Grocery Retailers in Cameroon

March 2023

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# Grocery Retailers in Cameroon - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

The entry of Carrefour a crucial sign of development in grocery retailers

Arrival of BUT intensifies competiti8on 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

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