

# Non-Grocery Retailers in Cameroon

March 2023

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## Non-Grocery Retailers in Cameroon - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Opening of PlaYce shopping centre a watershed in development of non-grocery retailers Urbanisation and economic development fuel expansion of affluent urban middle class The expansion of Mahima Supermarket a sign of rising demand among the masses

## PROSPECTS AND OPPORTUNITIES

Chained players set to expand their outlet network as demand continues to rise Improving consumer sentiment to continue underpinning growth in non-grocery retailers Non-grocery retailers to be increasingly influenced by development of e-commerce

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