

# E-Commerce (Goods) in Cameroon

June 2022

Table of Contents

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Jumia exit leaves a hole that no other player is ready to fill

Store-based retailers pay more attention to e-commerce

E-commerce largely remains limited to affluent millennials

#### PROSPECTS AND OPPORTUNITIES

Rising level of smartphone ownership will be a key growth driver

Mobile e-commerce will gradually grow in importance

Domestic internet retail will eclipse foreign e-commerce

#### CHANNEL DATA

Table 1 - E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 2 - E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 3 - E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 4 - E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 5 - Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 6 - Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

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