

Traditional Grocery Retailers in Cameroon

June 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic hits traditional grocery retailers particularly hard
Convenience and loyalty are key for traditional grocery retailers
Pandemic drives increase in off-trade demand for alcohol

PROSPECTS AND OPPORTUNITIES

In spite of vigorous population growth, pandemic recovery will be slow
Traditional grocery retailers will struggle to appeal to more affluent and younger consumers
Specialisation will be key to survival for some

CHANNEL DATA

Table 1 - Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 - Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 - Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 4 - Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

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