

# Supermarkets & Grocery Store Revenues Africa Report & Database

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## Abstracts

### SUPERMARKETS & GROCERY STORE REVENUES AFRICA REPORT + DATABASE

The Supermarkets & Grocery Store Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS.  
FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS &  
DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users &

Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

75 Products/Markets covered, 1978 pages, 4027 spreadsheets, 4033 database tables, 274 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 44511\_L.

## Contents

### SUPERMARKETS & GROCERY STORE REVENUES AFRICA REPORT + DATABASE

The Market for Supermarkets & Grocery Store Revenues in each country by Products & Services.

This database covers NAICS code: 44511\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Supermarkets & Grocery Store Revenues Africa Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

### PRODUCTS & MARKETS COVERED:

#### SUPERMARKETS + GROCERY STORE REVENUES

1. Supermarkets & other grocery stores Lines
2. Groceries & other foods for human consumption off the premises
3. Meat, fish & poultry, incl prepack meats requiring refrigeration
4. Produce, including fresh & prepackaged fruits & vegetables
5. Frozen foods, incl packaged foods sold in a frozen state
6. Dairy products & related foods, incl milk, cheese, butter, etc
7. Bakery products baked on premises
8. Bakery products not baked on the premises, excl frozen
9. Delicatessen items, incl deli meats & other service deli items
10. Bottled, canned, or packaged soft drinks
11. Candy
12. All other foods
13. Meals, unpack snacks, sandwiches, etc for immediate consump
14. Soup and salad bars
15. All oth meals & snacks, incl prepared sandwiches,dishes & entrees
16. Drinks served at the establishment
17. Packaged liquor, wine, & beer
18. Distilled spirits, including liquor, brandy, & liqueurs
19. Wine

20. Beer & ale
21. Miscellaneous consumables
22. Drugs, health aids, beauty aids, including cosmetics
23. Prescriptions
24. Nonprescription medicines
25. Vitamins, minerals, & other dietary supplements
26. Health aids, incl first-aid prod; foot prod; ortho equip; etc
27. Cosmetics, incl face cream, make-up, perfumes & colognes etc
28. Oth hygiene needs, incl deodorants; hair & shaving products, etc
29. Soaps, detergents, & household cleaners
30. Paper & related prod, incl paper towels, toilet tissue, wraps, etc
31. Men's wear
32. Women's, juniors', & misses' wear
33. Children's wear, incl boys, girls, & infants & toddlers
34. Footwear, including accessories
35. Sewing, knitting materials & supplies, needlework goods
36. Curtains, draperies, blinds, slipcovers, bed & table coverings
37. Major household appliances
38. Small electric appliances & personal care appliances
39. TVs, video recorders, video cameras, videos, DVDs, etc
40. Audio equip, musical instr, radios, stereos, CDs, media, etc
41. Furniture, sleep equipment & outdoor/patio furniture
42. Flooring & floor coverings
43. Computer hardware, software, & supplies
44. Kitchenware & home furnishings
45. Jewelry, incl watches, watch attach, novelty jewelry, etc
46. Books
47. Photographic equipment & supplies
48. Toys, hobby goods, & games
49. Optical goods, incl eyeglasses, contact lenses, sunglasses, etc
50. Sporting goods
51. Hardware, tools, & plumbing & electrical supplies
52. Lawn, garden, & farm equipment & supplies
53. Paint & sundries
54. Automotive fuels
55. Automotive lubricants, including oil, greases, etc
56. Automotive tires, tubes, batteries, parts, accessories
57. Household fuels, including oil, LP gas, wood, coal
58. Pets, pet foods, & pet supplies

59. All other merchandise
60. Stationery products
61. Office paper, incl computer, copier, fax & typewriter paper
62. Office & school supplies
63. Greeting cards
64. Magazines & newspapers
65. Ice
66. Souvenirs & novelty items
67. All other merchandise
68. All nonmerchandise receipts
69. Receipts from video media, DVD, DVD player etc rentals
70. Receipts from coin-operated amusement machines
71. Receipts from in-house photofinishing
72. Receipts from photofinishing contracted out to other estabs
73. Receipts from photocopying, faxing, & check cashing services
74. All other nonmerchandise receipts

#### 59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

**SPREADSHEET CHAPTERS:**

**PRODUCT CONSUMPTION** - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

**AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS:** 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios. **FINANCIAL SPREADSHEETS & DATABASES:** 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

**INDUSTRY SPREADSHEETS & DATABASES:** 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

**NATIONAL DATA** - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

75 Products covered for 54 Countries: 1978 pages, 4027 spreadsheets, 4033 database tables, 274 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

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