

# E-Commerce in Cameroon

<https://marketpublishers.com/r/E85E5EBA81BFEN.html>

Date: March 2021

Pages: 34

Price: US\$ 990.00 (Single User License)

ID: E85E5EBA81BFEN

## Abstracts

The retail current value sales of e-commerce plunged during 2020, with the departure on Jumia Technologies AG the main driver of this. Jumia Technologies AG had been the dominant player, but during late 2019 it announced that it had concluded that Cameroon lacked both the infrastructure and the nucleus of middle-class consumers required to support its business model. According to a company source, the company had gambled on prioritising growth over profitability in Cameroon but this bet had...

Euromonitor International's E-Commerce in Cameroon report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Jumia decides that Cameroon is not ready for large-scale e-commerce

E-commerce largely remains limited to young, affluent consumers

Foreign e-commerce eclipses domestic players

#### RECOVERY AND OPPORTUNITIES

Departure of Jumia Technologies AG will cast a long shadow

Smaller players now have more room for growth

Internet use will continue to grow, but poor infrastructure will remain an impediment

#### CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 E-Commerce GBO Company Shares: % Value 2016-2020

Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020

Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Retail modernisation gathers pace with the opening of Douala Grand Mall

Jumia departure a heavy blow to e-commerce

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Seasonality

Christmas and New Year

Back to School

Payments and delivery

Emerging business models

#### MARKET DATA

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 9 Sales in Store-Based Retailing by Channel: Value 2015-2020

- Table 10 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020
- Table 11 Store-Based Retailing Outlets by Channel: Units 2015-2020
- Table 12 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020
- Table 13 Sales in Non-Store Retailing by Channel: Value 2015-2020
- Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
- Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
- Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
- Table 17 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
- Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
- Table 19 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
- Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
- Table 21 Retailing GBO Company Shares: % Value 2016-2020
- Table 22 Retailing GBN Brand Shares: % Value 2017-2020
- Table 23 Store-based Retailing GBO Company Shares: % Value 2016-2020
- Table 24 Store-based Retailing GBN Brand Shares: % Value 2017-2020
- Table 25 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
- Table 26 Non-Store Retailing GBO Company Shares: % Value 2016-2020
- Table 27 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
- Table 28 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 29 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 30 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 31 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 34 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025
- Table 35 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025
- Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025
- Table 37 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 38 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 39 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 41 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 42 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 43 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth  
2020-2025

Table 44 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 45 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth  
2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: E-Commerce in Cameroon

Product link: <https://marketpublishers.com/r/E85E5EBA81BFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E85E5EBA81BFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970