

# 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.

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

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