

Mixed Retailers in Cameroon

<https://marketpublishers.com/r/MF8DD11DB40EN.html>

Date: June 2022

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: MF8DD11DB40EN

Abstracts

The retail current value sales of mixed retailers remained close to negligible during 2021. COVID-19 has had a negative effect on their retail constant value sales (2021 prices). Not only did it lead a temporary reduction in their opening hours, it also left many consumers feeling worse off, which resulted in a significant reduction in discretionary spending. Prior to the pandemic, mixed retailers had been growing in popularity, as consumers sought more entertainment and amenities from retailers...

Euromonitor International's Mixed Retailers 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: Department Stores, Mass Merchandisers, Variety Stores, Warehouse Clubs.

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

Why buy this report?

Get a detailed picture of the Mixed Retailers 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.

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