

Mobile E-Commerce (Goods) in Cameroon

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Abstracts

Mobile e-commerce had been expanding rapidly during the early part of the review period, albeit from a very low base. During 2020, mobile e-commerce retail constant value sales (2021 prices) plunged by more than two thirds. The departure of Jumia Technologies AG from Cameroon in late 2019 left a hole that no remaining player has the capacity to fill. Jumia had been the dominant player, but it concluded that Cameroon lacked both the infrastructure and the nucleus of middle-class consumers require...

Euromonitor International's Mobile E-Commerce (Goods) 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.

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

Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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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