

Mobile E-Commerce in Cameroon

<https://marketpublishers.com/r/M80ED11CD4B8EN.html>

Date: March 2021

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: M80ED11CD4B8EN

Abstracts

Mobile e-commerce had been expanding rapidly during the review period, albeit from a very low base, but the rate of growth in its retail current value sales slowed significantly during 2020. The economic shock of COVID-19 played a role in this, as it led many consumers to reduce their discretionary spending. The departure of internet retailer Jumia Technologies AG, which operated its own mobile payments system – Jumia Pay – from Cameroon in late 2019 was also a factor. On the other hand, the fac...

Euromonitor International's Mobile 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.

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 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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