

# Modern Grocery Retailers in Cameroon

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## Abstracts

Grocery shopping continues to be dominated by traditional grocery retailers, but prior to the onset of the pandemic, the retail constant value sales (2021 prices) of modern grocery retailers had been expanding rapidly in Cameroon. The Carrefour banner came to Cameroon in late 2017 (franchised in West Africa by CFAO Group), and it now has three outlets in Douala and Yaoundé. Meanwhile, SPAR Cameroon doubled the number of forecourt retail outlets that it operates in the country to six during 2019.

Euromonitor International's Modern Grocery 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:** Convenience Stores, Discounters, Forecourt Retailers, Hypermarkets, Supermarkets.

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

## Why buy this report?

Get a detailed picture of the Modern Grocery 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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