

# Traditional Grocery Retailers in Cameroon

June 2022

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### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pandemic hits traditional grocery retailers particularly hard  
Convenience and loyalty are key for traditional grocery retailers  
Pandemic drives increase in off-trade demand for alcohol

#### PROSPECTS AND OPPORTUNITIES

In spite of vigorous population growth, pandemic recovery will be slow  
Traditional grocery retailers will struggle to appeal to more affluent and younger consumers  
Specialisation will be key to survival for some

#### CHANNEL DATA

Table 1 - Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 - Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 - Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 4 - Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

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