

# Apparel and Footwear Specialist Retailers in Cameroon

June 2022

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## Apparel and Footwear Specialist Retailers in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Apparel and footwear specialist retailers struggle to recover from COVID-19

Economic shock of pandemic enhances the appeal of informal retailers

Hard times lead some to trade down to second-hand clothing

#### PROSPECTS AND OPPORTUNITIES

An expanding population and urbanisation will underpin gradual recovery in demand

Proliferation of shopping malls will facilitate the expansion of international brands, but their growth will be constrained by relatively high pricing

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