

# Mobile E-Commerce (Goods) in Cameroon

June 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Impact of Jumia exit still being felt

A growing number of retailers are launching mobile apps, while mobile payment apps are growing in popularity

Cheaper smartphones and internet access are making mobile e-commerce more accessible

### PROSPECTS AND OPPORTUNITIES

The more widespread use of digital payments will make mobile e-commerce more attractive

Smartphone apps will proliferate

Mobile e-commerce has significant potential for growth in healthcare

### CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021

Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

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