



# Non-Grocery Retailers in Cameroon

March 2023

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## Non-Grocery Retailers in Cameroon - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Opening of PlaYce shopping centre a watershed in development of non-grocery retailers

Urbanisation and economic development fuel expansion of affluent urban middle class

The expansion of Mahima Supermarket a sign of rising demand among the masses

#### PROSPECTS AND OPPORTUNITIES

Chained players set to expand their outlet network as demand continues to rise

Improving consumer sentiment to continue underpinning growth in non-grocery retailers

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