

KENYA

# KASI STATE OF THE CONSUMER REPORT

JANUARY 2024





# INTRODUCTION

Amidst a dynamic economic landscape, our report sheds light on four key consumer trends: **Adaptive resilience**, **Mindful wellbeing**, **Emerging reality** and **Sustainability**. Understanding consumer behaviour reveals the intricate dance between economic conditions and spending habits, presenting a nuanced perspective. Moving into 2024, successful implementation of these strategies promises heightened consumer engagement and loyalty, as brands pivot towards more personal and value-driven interactions with their audience in the face of economic challenges.



**This report marks the inception of a comprehensive series dedicated to unravelling the state of consumers and envisioning the future.**

**YANNICK LEFANG**

Founder & CEO  
Kasi Insight Inc



# THE KASI FRAMEWORK

Brings customer centricity to life in 3 steps



### The Tension Crisis: Desire vs Reality

We live in a world of contrasts. We yearn for success, yet opportunities seem scarce. We aspire for a healthy lifestyle, yet it appears costly. This tension between our desires and reality is a crisis that affects us all.

For instance, the aspiration to excel professionally is universal, yet the scarcity of jobs can be disheartening. Similarly, the desire to lead a healthy lifestyle is often at odds with the high costs associated with it. This tension crisis is a reality we must acknowledge.



Health



Financial



Work



Play/Entertainment

## 4 Key pillars of wellbeing



Consumer centricity based on holistic wellbeing is not just a concept, it's a call to action. It's a journey towards creating a world where every individual can thrive, where the tension crisis is addressed, and where finding a balance isn't just a goal, but a reality. Let's embrace this journey together, for a better, balanced, and holistic future.



### The Balance: Bridging the Gap

Finding a balance is paramount. It's about creating an environment where our desires align with our reality. It's about making job opportunities accessible, making healthy living affordable. It's about ensuring that our financial, work, health, and entertainment needs are not just met, but are intertwined in a way that one aspect positively impacts the others.

Consumer centricity is the key to this balance. It's about understanding the consumer's needs, their tension points, and creating solutions that not only meet their individual needs but also contribute to their overall wellbeing.

## Define the 4 key pillars of wellbeing



Health



Finance



Work



Play

## Translate, survey & analyze



4000+ unique questions



12000 interviews per month



Advanced Statistics & AI

## Generate data, trends & insights



50M+ data points



600+ datasets



500+ analysis



# THE METHODOLOGY

The *Kasi Insight Decision Intelligence platform* is a robust framework developed by Kasi Insight to help decision makers unlock trends and insights at scale. We fuse exclusive real-time data with applied AI to decode African opinions, actions, and the future.

With our cutting-edge platform, we tap into 609 million African voices, conducting 12,000+ monthly interviews across 40+ major economies, crafting tailored projects spanning every corner of the continent.

This report is leveraging data collected from 2017 to 2023, four datasets (consumer sentiment, retail demand, media consumption, consumer purchase and health/wellness).



Integrating state-of-the-art data from our high frequency surveys and deep insights from our consumer analytics experts, we at Kasi Insight are not just tracking trends; we're deciphering the dynamic nature of consumer behaviours. The Kasi Insight Portal isn't a passive spectator; it's an active participant, influencing our daily operations and strategic decisions.



**PAUL CHELOTI**  
Analytics Engineer

Every trend in this report has been broken down into three levels:



## Datasets

## Timeframe

## Description

## Research Coverage

| Datasets                    | Timeframe                                    | Description   |
|-----------------------------|--|---|
| Index of Consumer Sentiment | June 2016 (Monthly) - December 2023          | Kasi Index of Consumer Sentiment (ICS) is a measure of consumers' confidence level in the economy, based on their personal financial situation, current economic conditions, and future economic expectations. Consumer sentiment has an impact on spending behaviour, with high sentiment leading to increased spending and low sentiment leading to reduced spending. |
| Retail Demand Index         | April 2020 (Quarterly) - November 2023       | Kasi Retail Demand index measures consumer demand for retail category and provides insights on how consumer habits impact demand for various categories. The index ranges from +100 to -100. An index level close to 100 means demand is high as more consumers are looking to purchase while an index level close to -100 means demand is low.                         |
| Media Consumption           | June 2022 (Monthly) - December 2023          | Kasi Insight's Media Consumption Tracker monitors consumer preferences for information sources monthly. It equips advertisers with valuable insights, enabling them to refine strategies, improve targeting, and enhance overall campaign effectiveness across the diverse African landscape.   |
| Consumer Basket Purchase    | December 2021 (Semi-annually) - October 2023 | Kasi Insight's Consumer Basket Purchase Tracker provides detailed information on consumer purchasing behavior in terms of their shopping baskets. This dataset offers insights into the products consumers are buying, how often they make these purchases, and the factors influencing their decisions.  |
| Health and Wellness         | January 2017 (Annually) - January 2023       | Kasi Insight's Health and Wellness Tracker provides comprehensive data on various aspects of personal health, lifestyle choices, and access to healthcare services on an annual basis. By monitoring these factors, the data offers insights into the overall well-being of consumers within specific demographics or regions.  |

- Angola
- Nigeria
- Algeria
- Morocco
- Botswana
- Mozambique
- Cameroon
- Senegal
- Congo
- South Africa
- DRC
- Tanzania
- Egypt
- Tunisia
- Ghana
- Uganda
- Ivory Coast
- Zambia
- Kenya
- Zimbabwe
- Namibia

**THIS REPORT FOCUSES ON KENYA**

# Setting the stage with Africa's most revealing economic indicator

Kasi's consumer sentiment index gauges the confidence and optimism of consumers



Source: Kasi Insight Economic Intelligence – Consumer Sentiment Index in Kenya Tracker conducted monthly from 2016 - 2023

The Consumer Sentiment Index (CSI) is a measure that gauges the confidence and optimism of consumers regarding the overall state of the economy. It is designed to reflect the prevailing attitudes, expectations, and perceptions of consumers towards economic conditions, employment, and their personal financial situations. A higher index value generally indicates greater consumer confidence and optimism, suggesting a positive outlook on the economy, while a lower value may indicate reduced confidence and a more negative sentiment.

## Not many reasons to cheer!

- 2017 General Elections Repeat/Violence: **Negative impact** with the index dropping by 13 points from August to October.
- 2018 Handshake: **Positive impact** with the index reaching an all time high 2 months after that event (at 11 points)
- 2020 Covid pandemic: **Negative impact** with the index dropping by 38 points from January to April.
- 2022 Ukraine War: **Negative impact** with the index coming off it's all time high (19 points) and dropping by 28 points between December and June 2022.
- 2022 General Elections: **Positive impact** leading up to the vote with expectation of change but levels still below the 2021 all time high.
- 2022 Inflation/Rising Cost: **Negative impact** with the index sliding since elections with protests between March and June 2023.

## Leverage consumer sentiment to win

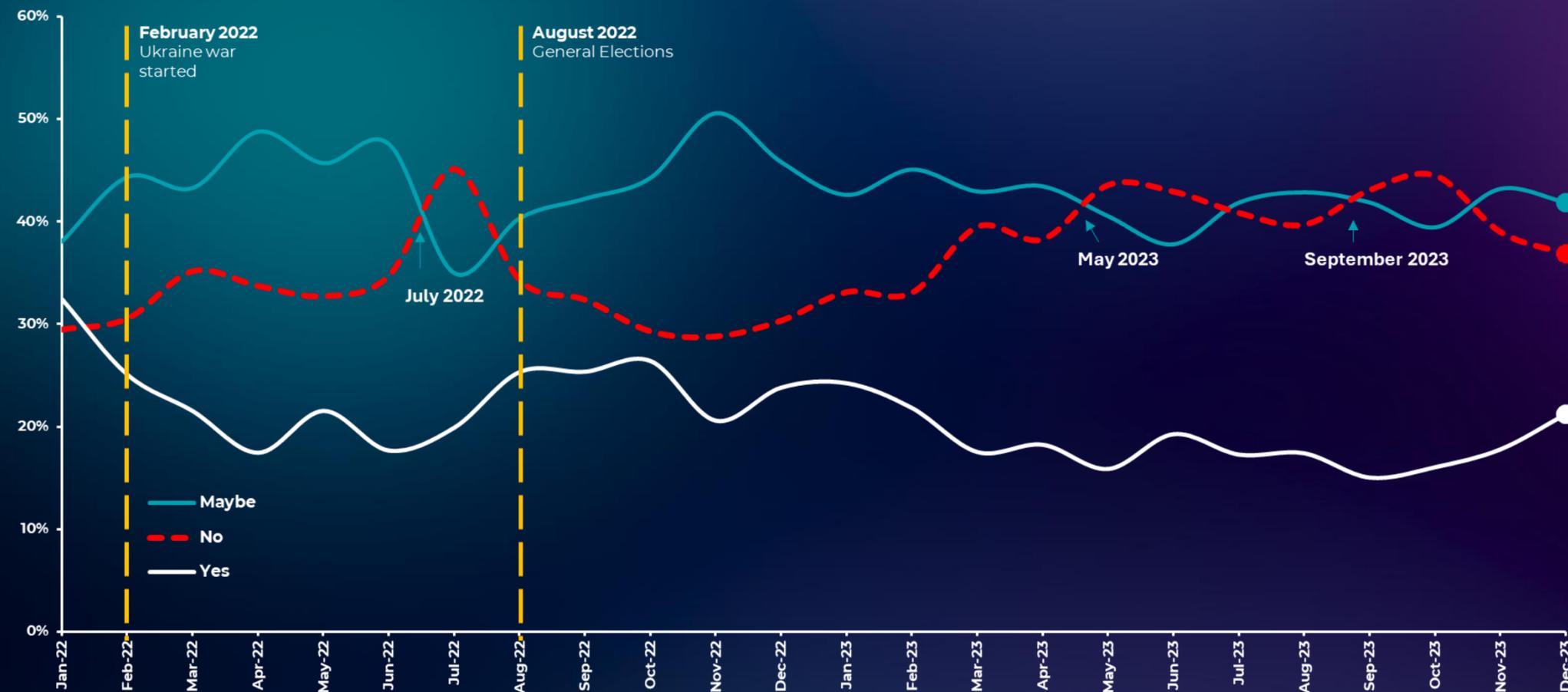
The Consumer Sentiment Index is a versatile tool that provides valuable insights into consumer attitudes and perceptions, influencing decisions across various sectors and helping stakeholders make informed choices in both economic and business contexts.

- Retailers and businesses rely on consumer sentiment data to anticipate changes in consumer spending patterns. High consumer confidence is often associated with increased spending, while low confidence may result in reduced consumer spending.
- Marketing professionals use the Consumer Sentiment Index to understand the prevailing consumer mood and tailor advertising and promotional strategies accordingly. Positive sentiment can be leveraged in marketing campaigns to boost sales and brand perception.

# Consumers mostly on the fence and consideration key to win

## Due to rising inflation, consumers in Kenya have seen their purchase power decrease

Are consumers looking to make discretionary purchases in 2023?



Source: Kasi Insight Economic Intelligence – Discretionary spending in Kenya Tracker conducted monthly from 2016 - 2023

Discretionary spending is a sub-index of the index of consumer sentiment. It tracks the ability of consumers to make non-essential purchases. If the percentage of those saying “No” is high +50% and above, consumers are not willing to spend on discretionary and if the percentage of “Yes” is higher than 50% then consumers are willing to spend on non-essentials.

### Consumers in Kenya usually on the fence

- Generally, consumers in Kenya are on the fence (%Maybe) when it comes to making non-essentials purchase (travel, furniture, car, etc.)
- Since January 2022, there has been 3 instances where the majority of consumers are not looking to make non-essentials purchase in July 2022 leading up to the elections, in May 2023 and September 2023 as rates and taxes were going up.
- Along the sales funnel, consideration is a challenge for brands in this environment.

### Leverage discretionary spend data to win

The discretionary spending intend sub index is a measure of consumer’s likelihood to make non-essentials purchases or consumer’s ability to have extra money for entertainment, travel or even saving.

- Consideration is a crucial stage in the customer journey, which refers to the process that a potential customer goes through from the initial awareness of a product or service to making a purchase decision. During the consideration stage, consumers are actively researching and evaluating different options. This is a key moment for businesses to engage with potential customers and provide them with valuable information to guide their decision-making.
- Retailers and businesses rely on discretionary spending data to anticipate changes in consumer spending patterns. High level of discretionary index means consumers have enough disposable income to spend on non-essentials.
- Marketing professionals use Kasi discretionary spending index to understand the prevailing consumer mood at the consideration stage and tailor advertising and promotional strategies accordingly.

# TRENDS, INSIGHTS AND FORESIGHTS



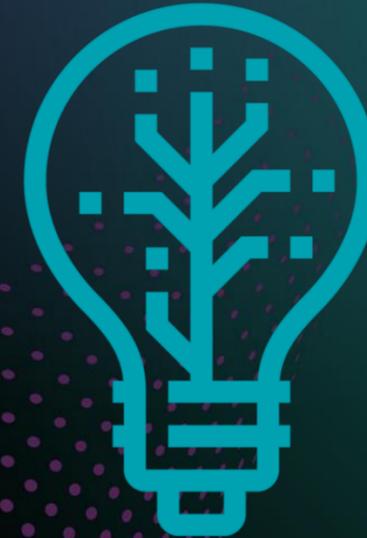
## ADAPTIVE RESILIENCE

Adaptive resilience is very relevant in a world where affordability, value and practicality are important. It reflects a desire by consumers to spend on things that matter and work. This trend invites us to reimagine value from status driven to need driven. Consumers are looking for brand and products for frugal life.



## MINDFUL WELLBEING

Mindful wellbeing emerges as a guiding principle where consumers seek stability and a harmonious lifestyle. As consumers navigate the post-pandemic reality, Mindful wellbeing encourages a shift from aspirational and status-driven choices to prioritizing fundamental needs, fostering a holistic sense of harmony in the choices individuals make for their well-being.



## EMERGING REALITY

Crucial for brands looking to stay ahead in a digital world that is still very much intertwined with the real world. Consumers are looking for tech that enhance their realities, not create a new reality. Those that successfully navigate this fusion of tech and reality are likely to capture the attention of consumers seeking innovative, yet practical, solutions.



## SUSTAIN ABLE

Consumers are actively engaging in mindful consumerism, increasingly conscious of the impact of their choices on the world. They prefer products aligned with their values, contributing to sustainability and equity. Transparency and authenticity are paramount, with consumers demanding information on product origins and environmental impact.

# ADAPTIVE RESILIENCE

## Brands and products for a frugal life

As inflation, depreciating currency and challenging job market continues to impact consumers, a fascinating trend is emerging - Adaptive resilience.

Consumers are feeling tension in almost every aspect of their lives, shrinking income and rising taxes impacting their personal finance, the willingness to be healthy despite rising food prices especially quality food, the need to indulge but the reality of no discretionary money. As a result, consumers are seeking the right balance.

As financial challenges loom, consumers are re-evaluating their lifestyles and spending to adapt and stay resilient. Adaptive resilience give rise to new form of consumer spending where consumers across age group and income are now focusing on living frugal.

## +3.75

CBR

December 2023 - Monetary Policy Committee hikes the Central Bank Rate from 8.75%(Jan 2023) to 12.5% to contain inflation and Kenyan shilling depreciation against major global currencies

**Adaptive resilience is very relevant in a world where affordability, value and practicality are important.**

**It reflects a desire by consumers to spend on things that matter and work. This trend invites us to reimagine value from status driven to need driven**

## +65%

Of consumers said they are finding it hard to make money over the last 6 months

## -11

YoY ICS

Kasi Insight's Index of Consumer Sentiment for December 2023 shows that consumer confidence fell by 11 points to -2 in 2023 when compared to December 2022 (9)

# TRACKING THE TREND

Rising prices are a growing concern, and consumers are increasingly preoccupied with the ability to meet their regular expenses. The confidence in financial stability is wavering, and the overarching sentiment reflects a collective unease about the evolving dynamics of the job market and its implications on the overall financial landscape.

The overall sentiment suggests that the ability to generate income is gradually diminishing, impacting individuals across various income brackets. The traditional assurances that high-income earners once enjoyed are no longer immune to the prevailing challenges.

## UNDERSTANDING THE CONSUMER TRENDS

Brands that need to capitalize on the Adaptive resilience can leverage the following insights and engage with consumers who want to engage in a frugal life

### Products & experiences that works

Consumers are feeling that things are not working well in their lives from shrinking job market, untrustworthy government - they are looking for products and experiences that works as promise.

### Segmentation & audience rethink

The frugality trend is impacting all age groups and income levels - in fact, we are seeing a convergence of high-income earners toward mid and low income going into 2024. The line between high end and mass will certainly be blurred and it offers a good opportunity for mass brands to access high end markets

### Digital to the rescue - How digital is making it easier to save

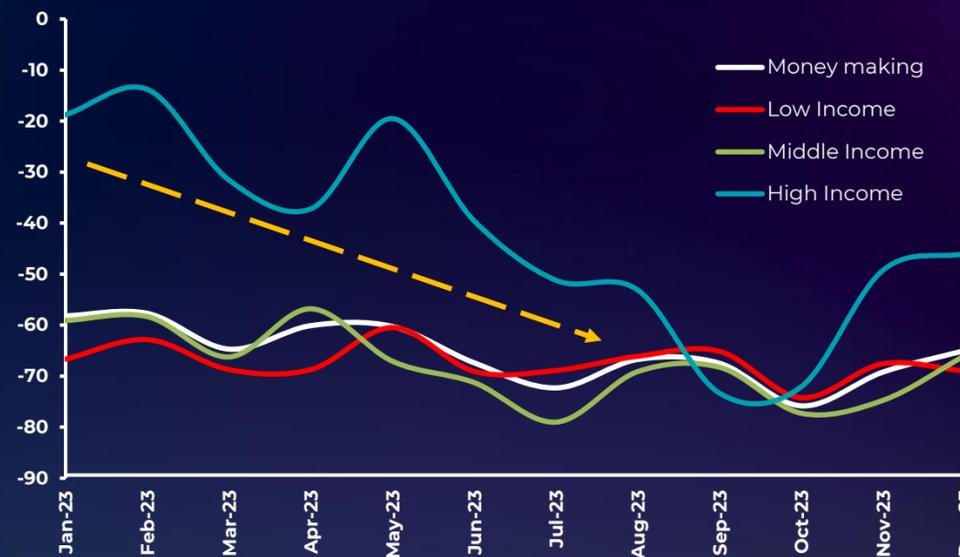
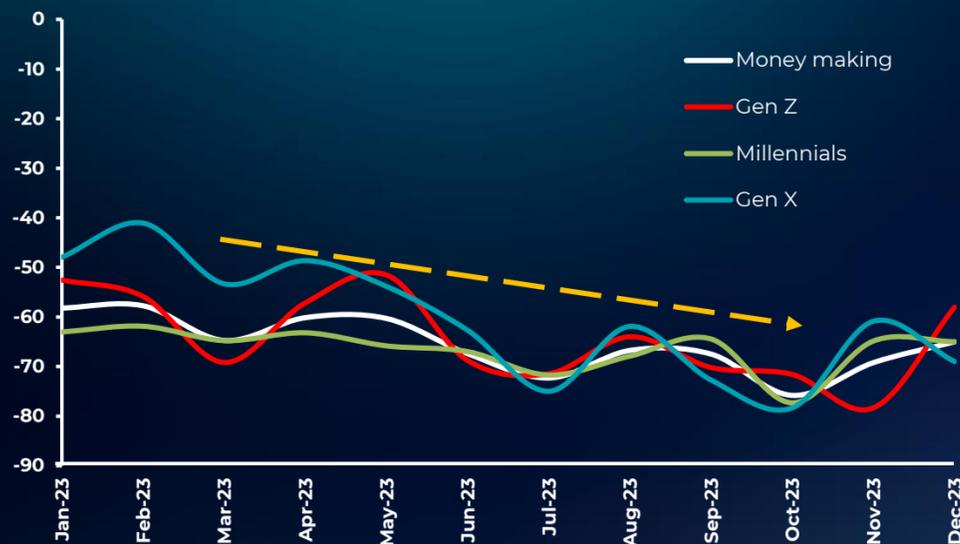
Digital and frugality goes hand in hand. Consumers are now leveraging digital to save while getting convenience and choices.

### Good local - Leveraging local to get fresh and good quality

Consumers are increasingly looking to the informal or local markets to get the products they need at an affordable cost. They are seeking brands with flexibility (packaging) and extended distribution (local). Consumers are also willing to support local businesses - we are in this together

### Tracking ability to make money across age groups & income levels

January 2023 - December 2023



Source: Kasi Insight - Making Money Index in Kenya

Kasi Money Making Index is a sub-index of the Kasi ICS which evaluates the ease of making money as perceived by consumers. The index operates on a scale from +100 to -100. A score nearing +100 indicates that a larger proportion of people find it easier to make money, suggesting a positive economic climate. Conversely, a score approaching -100 signifies that a larger proportion of people find it difficult to make money, indicating a challenging economic environment.

- ✓ Consistent Negative Trend: The index remained negative throughout the year, indicating that a larger proportion of people found it difficult to make money. The index hit its lowest point in October at -76, suggesting that the perceived difficulty of making money increased over the year. Although there was a slight improvement in the index towards the end of the year, it still remained negative.
- ✓ Regulatory or policy changes disproportionately impacted high-income earners led to a contraction in profit margins, reduced competitiveness, or even forced some high-income earners to reassess the viability of their informal ventures. Consequently, the adverse impact on the ease of doing business and the financial returns for high-income individuals could have resulted in the observed decline in the informal money-making index for this demographic in September 2023.

[LEARN MORE](#)

# BRANDS SPOTLIGHT

**e-Mama Mboga**

MKULIMA SASA AKO DIGITAL

MPKULIMU SASA AKO DIGITAL

**MamaMboga App - a dedicated agricultural online platform where farmers, traders and customers can trade online**

Offers convenient access to affordable groceries while supporting local businesses.

Consumers gain access to plenty of authentic and diverse products from various counties. By facilitating direct connections between consumers, traders and farmers, MamaMboga eliminates intermediaries, guaranteeing the authenticity and originality of every product. Consumers receive genuine, fresh produce without intermediaries.

<https://mamamboga.go.ke/>

We've spotlighted four brands, that are helping consumers who want to engage in a *frugal life*



**M-KOPA provides access to quality products through an innovative and affordable pay-as-you-go**

By aligning with the principles of affordability, value, and practicality, M-KOPA enables individuals with limited financial resources to acquire essential goods such as solar home systems, smartphones, and other household appliances

Through flexible payment plans, M-KOPA ensures that its customers can afford high-quality products without facing financial strain. This approach not only empowers Kenyans with access to modern and efficient technology but also promotes financial inclusion by making such products accessible to a broader segment of the population.

<https://m-kopa.com/>

MODERN DESIGN THAT'S BUILT TO LAST

IT'S **MOKO**

**Moko Furniture - has innovatively positioned itself to offer quality products at affordable prices, contributing to cost savings for consumers.**

By focusing on local manufacturing, employing mass production techniques, and leveraging economies of scale, Moko Furniture optimizes its processes, making its furniture competitively priced.

The company's commitment to affordability is complemented by a diverse range of customizable designs and material choices, allowing customers to furnish their homes according to their preferences and budget.

<https://moko.co.ke/>



**Think Twice in Kenya caters to a value-conscious audience with its focus on, quality, affordable, stylish, and practical second-hand clothing**

Think Twice operates with the motto "Define Your Style" at accessible prices. Clothing items rarely exceed KES 500 and shoes, and household textiles stay under KES 1200. This makes it a popular choice for budget-minded Kenyans seeking quality fashion without breaking the bank.

Regular price drops: The brand frequently runs promotions like "Price of the Day," where specific items are further discounted, making them even more appealing to frugal shoppers.



Adaptive Resilience 2024

# ADAPTIVE RESILIENCE IS POISED TO GROW IN 2024

## What consumers will be looking for?

### Joyful living

Consumers have sacrificed a lot in 2023 and it has taken a toll financially and mentally. They will seek brands that provide the simple joy of life and help them appreciate what they have.

### Embracing minimalism

From beauty to travel, consumers are moving from extensive range to minimalist lifestyle. Consumers will continue to seek simplicity and even find value and beauty in simple lifestyles.

### DIY

Consumers growing interest in do-it-yourself (DIY) and at-home beauty practices will continue in 2024. With increased access to information and tutorials, consumers may be opting for self-care routines at home, reducing the need for professional beauty services and products.

### Local experiences

Consumers growing preference for locally produced products and services will continue to grow in 2024. Consumers will explore and embrace unique, artisanal, or culturally significant brands offering new opportunities for brands.



## How brands can engage

### Become intimate partners

Consumers tensions are real and multifaceted. They are seeking for true and trusted partners. Brands who position themselves as trusted and hopeful partners will win consumers across age and income groups.

### Rethinking segmentation & customer experiences

The line between segments is blurry going into 2024 so when considering marketing campaigns or messaging, brands must ensure the message and positioning are current and relevant. The current playbook won't work and need reimagining.

### Optimizing digital for purpose

Brands should undertake a thorough reassessment of their digital assets, ensuring that they effectively deliver on customer expectations by providing both convenience and cost savings.

### Leveraging local

Consumers will look into local to adapt to the new normal. Brands need to rethink product/packaging and distribution to meet consumers where they will most likely be.

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**YANNICK LEFANG**

Founder & CEO, Kasi Insight

# MINDFUL WELLBEING

## Brands and products for a stable harmony

In the aftermath of the COVID-19 pandemic, with its lasting impacts on lifestyles and the economic landscape, a notable trend is emerging - Mindful Wellbeing.

The financial strains left, and the current economy state has compelled consumers to prioritize their health without compromising their budgets. In this landscape, the demand for brands and products catering to mindful wellbeing has taken a practical turn, with an emphasis on cost-effective solutions.

From affordable meal planning services to budget-friendly home workout guides, consumers are now more discerning, seeking out affordable yet effective options that align with their aspirations for a balanced and healthy life.

# 88%

of consumers surveyed in 2023 say their overall health is either excellent, very good or good

# 30%

of consumers said they are feeling or seeing an increase in their physical health when compared to the last 6 months while 50% see no change

**In a world where individuals seek stability and a harmonious lifestyle, mindful wellbeing emerges as a guiding principle. This trend transcends the conventional notions of health and wellness, placing emphasis on affordable, accessible, and pragmatic approaches to self-care.**

# 1 in 2

of consumers said they take at least two fruit or vegetable servings per day



# TRACKING THE TREND

Consumers are becoming more conscious of their health and well-being, and this is reflected in their lifestyle and purchase decisions. They are increasingly opting for products that are organic, natural, and free from artificial additives. This trend is driven by a heightened awareness of the impacts of diet and lifestyle on physical health, mental well-being, and overall quality of life.

## UNDERSTANDING THE CONSUMER TRENDS

Brands that need a way into Mindful Wellbeing can embrace the following microtrends and engage with consumers wanting to forge a balanced and mindful lifestyle

### Celebrating self-care

Recognizing the importance of proactive health measures, individuals are investing time and resources in activities that promote physical, mental, and emotional well-being. This not only contributes to overall wellness but also serves as a cost-effective strategy, as **preventive measures often prove more economical than reactive healthcare.**

### Unified Potency Leveraging the Power of the Collective

Whether through community-based fitness initiatives or online support groups, consumers are tapping into the collective potency of shared goals and experiences. This not only provides motivation but also creates a supportive network that fosters resilience, making it easier for individuals to navigate challenges and stay committed to their wellness journeys.

### Surrogate goods & diversified offerings

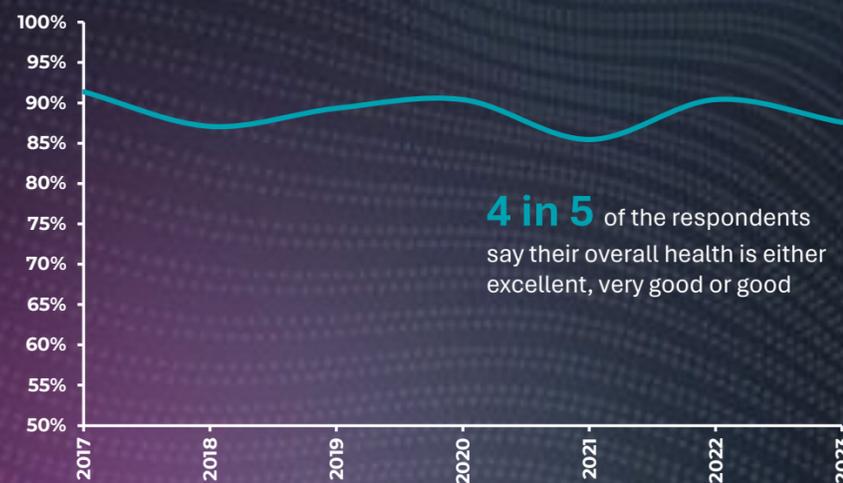
Consumers are shifting away from traditional indulgences like alcohol and exploring non-alcoholic alternatives. This trend towards surrogate goods reflects a desire for diversified offerings that cater to both enjoyment and well-being. Brands adapting to this shift by providing a variety of non-alcoholic options are meeting consumer demands for healthier alternatives without compromising on the experiential aspect of consumption.

### The Rise of the Health Hacker

Consumers are leveraging digital tools for personalized wellness. From fitness apps to wearable devices, consumers are taking charge of their health by customizing fitness routines, tracking nutritional intake, and monitoring health metrics. This intersection of technology and personal health empowers consumers to make informed decisions, tailoring their wellness journey to fit their unique needs and preferences.

### Tracking health perception in Kenya

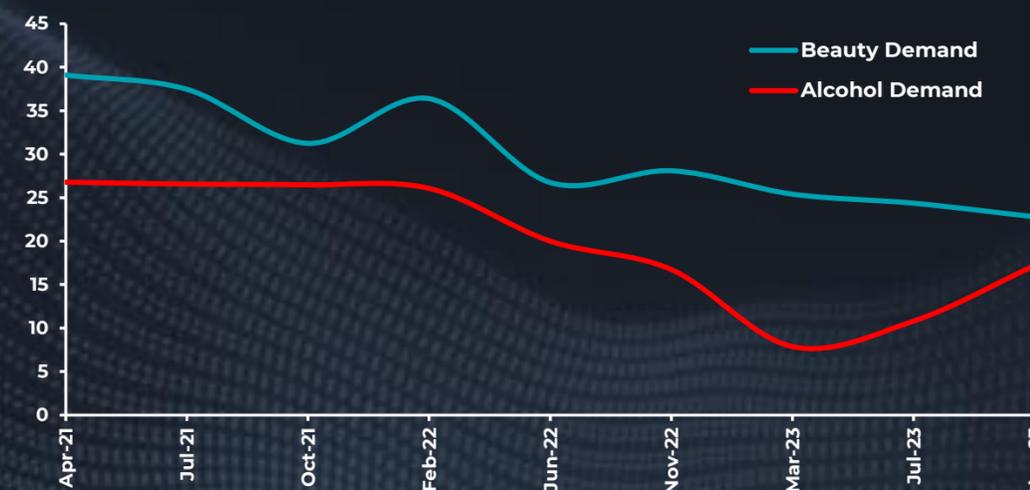
Year: 2017 - 2023



Source: Kasi Insight - Health and Wellness Tracker in Kenya Q19. In general, how would you say that your health is?

### Tracking retail demand in Kenya

April 2021 – November 2023



Source: Kasi Insight - Retail Demand Index in Kenya  
Kasi retail demand index measures consumer demand for retail category and provides insights on how consumer habits impact demand for various categories. The index ranges from + 100 to -100. An index level close to 100 means demand is high as more consumers are looking to purchase while an index level close to -100 means demand is low.

- ✓ Reduced Alcohol Consumption Trend: Economic instability and the aftermath of the Covid-19 pandemic influenced these trends. The rise in demand for natural and herbal flavoured RTDs and low-ABV options indicate a shift towards healthier choices. Thus, the fluctuation in alcohol demand can be linked to socio-economic factors, health consciousness, and changing consumer preferences.
- ✓ Spending Decline on Beauty Products Trend: The beauty product market experienced a slowdown in 2021 due to factors like high inflation, rising unit prices, and strained supply chains. Despite the recovery post-pandemic, the deceleration was evident in 2022, the beauty market remained resilient and showed an upward trajectory at the start of 2023.
- ✓ The popularity of DIY beauty treatments and the emergence of alternative, natural skincare solutions could divert consumer spending away from traditional beauty products. Consumers might prefer homemade remedies or simpler, multifunctional products.

[LEARN MORE](#)

# BRANDS SPOTLIGHT



## Totohealth - Transforming family health in Africa

In the heart of Africa, Totohealth is sparking a revolution, empowering families to become "health hackers" using mobile technology.

By delivering personalized healthcare through weekly SMS updates, early detection algorithms, and clear, concise messages, Totohealth is slashing maternal and child mortality rates across Kenya. Families receive hope and confidence, one text message at a time, as Totohealth paves the way for a healthier future.

<https://totohealth.org/>

We've spotlighted several brands, that are helping consumers maintain a *balanced and mindful lifestyle*



## Safari Doctors revolutionize healthcare in remote Kenyan communities, navigating seas and landscapes with dhows and mobile clinics.

Their mission: empower isolated communities to take charge of their well-being. Picture floating clinics delivering medication and prenatal checkups under billowing sails, fostering a culture of proactive health. Beyond saving lives, early diagnoses and informed choices reduce healthcare burdens, creating a win-win for individuals and the system. Safari Doctors, healthcare heroes, embody resilience, community, and proactive well-being in a transformative tale of self-reliance.

<https://www.safaridoctors.org/>



## Ajani handmade target nurturing self-acceptance by redefining mainstream standards of beauty by celebrating differences in physical make up and advocating for safe and informed self-care and beauty practices.

They nurture self-acceptance, promote proactive wellness, and offer accessible alternatives to costly beauty standards, ultimately reducing reliance on external solutions and cost-effectively fostering self-love.

Through their brand their vision is to continue to develop an extensive and organic product line that nurtures and grows the local Kenyan handmade beauty industry

<https://www.ajanihandmade.com/>



## Java House transcends the conventional coffee experience, aligning seamlessly with the trend of surrogate goods and diversified offerings.

Unveiling a world beyond the ordinary, Java House introduces non-alcoholic mocktails that replicate classic cocktails and invigorating wellness coffee and smoothies for health-focused enthusiasts.

Beyond beverages, their menu embraces a spectrum of flavours, from hearty bites to guilt-free pastries, making Java House a haven for conscious choices and delightful cravings. In this vibrant space, Java House isn't just a coffeehouse; it's a canvas for diverse palates and mindful connections.



Mindful Wellbeing 2024

# CULTIVATING HOLISTIC WELLNESS

## What consumers will be looking for?

### Wellness management

After navigating the challenges of 2023, consumers are seeking holistic wellness solutions. Brands that offer comprehensive wellness management, incorporating physical and mental health elements, will find resonance among consumers. From stress-relief strategies to mindfulness practices, the focus is on achieving a balanced and harmonious lifestyle.

### Balanced & healthy diet

The importance of a well-balanced and nutritious diet is gaining significant traction. Consumers are keen on adopting healthier eating habits, recognizing the profound impact of nutrition on overall wellbeing. Brands that promote and facilitate access to wholesome, locally-sourced, and sustainable food options will strike a chord with health-conscious consumers.

### Minimalist beauty

In the realm of beauty, the trend towards minimalism persists. Consumers are moving away from complex beauty routines, favouring simplicity and authenticity. Brands that align with the ethos of minimalist beauty, emphasizing natural ingredients and uncomplicated regimens, will capture the attention of those seeking a mindful approach to self-care.



## How brands can engage

### Find your place - offering products and services that provide holistic benefits

In the pursuit of mindful wellbeing, consumers are increasingly seeking products and services that go beyond mere functionality. Brands that understand the need for holistic benefits, will resonate with the evolving consumer mindset. Consider offerings that not only fulfil practical needs but contribute to a sense of overall wellbeing, promoting a balanced and fulfilled lifestyle.

### Hard and soft tech for health

As consumers navigate the landscape of mindful wellbeing in 2024, brands must embrace innovative solutions that seamlessly integrate technology into health-focused experiences. This involves going beyond traditional health and wellness offerings and exploring cutting-edge technologies. From personalized fitness apps to advanced biometric monitoring, brands should leverage the power of tech to enhance the accessibility and effectiveness of their wellbeing products and services. Striking the right balance between innovation and user-centric design is paramount, ensuring that the technology not only meets health objectives but also enhances the overall consumer experience.

### Rethinking beauty

Mindful wellbeing extends to beauty standards, with consumers looking beyond superficial aesthetics. Brands should emphasize products that promote natural beauty, skincare routines that prioritize health, and cosmetics that contribute positively to self-esteem. Authenticity in messaging, transparency in ingredients, and a focus on promoting inner confidence will resonate with consumers seeking a more mindful approach to beauty in 2024.

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Mindful Wellbeing emerges as a guiding principle where consumers seek stability and a harmonious lifestyle. As consumers navigate the post-pandemic reality, Mindful Wellbeing encourages a shift from extravagant and status-driven choices to prioritizing fundamental needs, fostering a holistic sense of harmony in the choices individuals make for their well-being.



**PATIENCE MUYAMBO**

Market Research Director

# EMERGING REALITY

## Brands and products for *tech reality fusion*

Tech reality fusion is the strategic integration of technology aimed at enhancing real-world experiences without completely shifting towards full digitization. In the backdrop of swift technological advancements, consumers navigate a landscape where the boundaries between online and offline worlds blur, acknowledging the enduring value of tangible experiences.

Brands respond to this by offering augmented experiences rather than opting for fully digitized solutions. An illustrative instance of tech reality fusion can be found in MPESA. Instead of displacing traditional financial transactions, this mobile banking service seamlessly combines technology with the tangible aspects of monetary interactions. Users can conduct transactions using their mobile phones, effectively bridging the gap between the convenience of the digital realm and the tangible, physical exchange of currency.

The relevance of the emerging reality trend is pronounced in a world where the lines between physical and digital are increasingly blurred. As technology becomes ingrained in daily life, there is a growing demand for products and experiences seamlessly integrating both realms. This trend spans diverse sectors, from food and financials to healthcare. Brands adept at navigating this fusion are poised to meet the evolving needs of consumers in our dynamic, interconnected world.

**Additionally, the trend is crucial for brands looking to stay ahead in a competitive market. Those that successfully navigate this fusion of tech and reality are likely to capture the attention of consumers seeking innovative, yet practical, solutions. This trend also aligns with the evolving expectations of a tech-savvy yet discerning consumer base, emphasizing the need for brands to offer experiences that enrich and enhance real-world interactions rather than replacing them entirely.**

# 70%

of Kenya's GDP goes through M-PESA, a digital payment system which has significantly impacted consumers.

# 3+

Access points as M-PESA users can access their money through SIM Toolkit, Super App, Safaricom App and via USSD catering for the big percentage of non-smartphone users



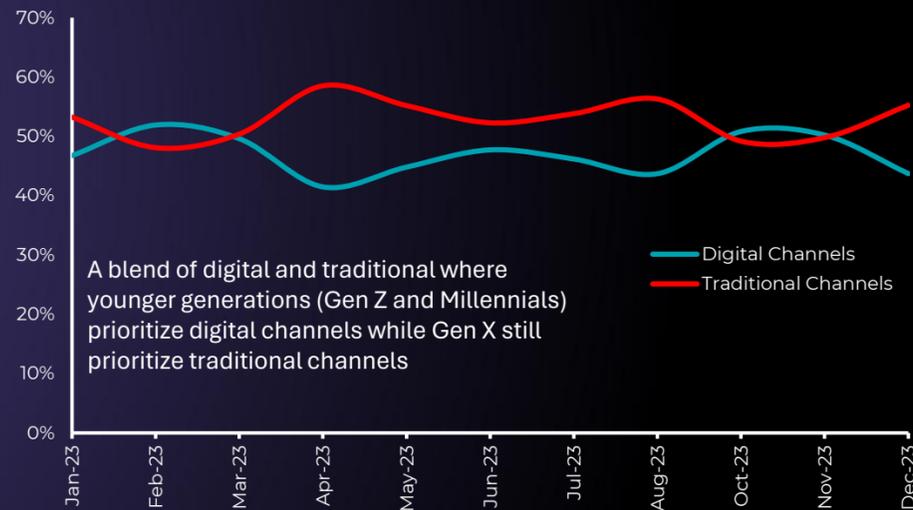
# TRACKING THE TREND

With the rise of the internet, smartphones, and social media, digital media has taken the lead in terms of consumption. Consumers spend more time online, consuming content through social media platforms, streaming services, and online news outlets. Despite the rise of digital media, traditional media channels such as TV, radio, and print are still relevant. Many consumers use a mix of both digital and traditional media, often depending on the type of content, their specific needs at the moment, and personal preferences.

Gen Z and Millennials, having grown up with the internet, tend to prioritize digital channels. They are more likely to consume content on social media, streaming platforms, and online news sites. On the other hand, Gen X and older generations, while also using digital media, tend to prioritize traditional channels like TV, radio, and print. This is often due to familiarity and comfort with these mediums.

## Tracking media consumption across age groups

January 2023 - November 2023



Source: Kasi Insight - Media Tracker in Kenya

Q19. Please select which of the following sources of information you use to keep informed about new products and the brands you use?

# UNDERSTANDING THE CONSUMER TRENDS

Brands that need to capitalize on Emerging Reality can leverage the following insights and engage with consumers seeking innovative, yet practical, solutions.

## Digitizing the physical world

Consumers are increasingly opting for virtual experiences, leading to a decline in traditional day-to-day banking. This shift is fuelled by advancements in cryptocurrency and AI, shaping how consumers engage with financial services in a digitally-driven landscape.

## Convenient technology

Consumers are looking for convenience and affordability, actively seeking them in both online and offline spheres. Streamlined digital processes and cost-effective solutions resonate with a consumer base valuing efficiency in their interactions.

## Emerging influencer class

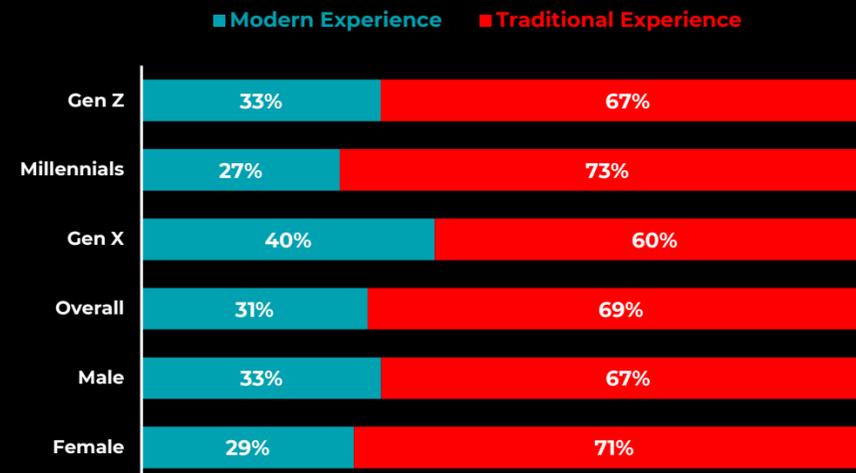
Consumers are increasingly recognizing YouTube and Instagram as influential money-making tools, engaging with these platforms for content and product recommendations. Collaborations with influencers on these channels would allow consumers to explore and connect with brands in a more personalized manner.

## Digital shopping experiences

Utilizing social media apps as shopping platforms, consumers, particularly on Instagram and Facebook, enjoy a seamless and engaging shopping experience. The integration of e-commerce features within these apps aligns with consumers' evolving preferences for convenient and immersive online shopping environments.

## Tracking Shopping Preferences age groups & gender

Year: 2023



**Modern Shopping Experiences** – options that offer a wide variety of products under one roof or online, often from large chains or corporations

**Traditional Shopping Experiences** – options that are more localized, specialized, or outdoors, offering a more traditional or community-oriented shopping experience.

Source: Kasi Insight – Consumer Basket Purchase in Kenya

Q21. Typically, where do you buy MOST of your regular groceries?

## Traditional methods of doing things still hold value and appeal

While modern shopping experiences offer their own advantages such as convenience and a wide variety of products, the traditional shopping experience has unique aspects that appeal to many consumers as they get:

- ✓ Local markets often provide a **level of personal interaction** that can be missing from modern shopping experiences. Shoppers can build relationships with vendors, who can provide them with cooking tips, information about the source of the products, and even let them know when their favourite items are in season
- ✓ **Support for Local Economy**
- ✓ Items at local markets are often fresher because they are sourced locally. **Fresh produce tends to be tastier and more nutritious**
- ✓ Local markets often allow **price negotiation**, which is not possible in hypermarkets, malls, or online shopping

# BRANDS SPOTLIGHT

fitbit.



**Fitbit, a prominent player in the wearable technology market, specializes in crafting innovative fitness trackers and smartwatches that cater to health-conscious consumers.**

Their array of products encompasses devices designed for comprehensive health monitoring, such as heart rate tracking, activity measurement, and in some models, features like ECG (electrocardiogram) capabilities. Fitbit's commitment lies in furnishing consumers with insightful health data, enabling them to make informed decisions about their well-being. Through the seamless integration of technology into their everyday lives, Fitbit empowers individuals to engage in real-time health tracking and management, ensuring a harmonious blend of modern technology and genuine life experiences.

We've spotlighted four brands, that are helping consumers seeking innovative, yet practical, solutions



**Kenya Power's adoption of Smart Meters marks a significant advancement in the energy sector, emphasizing a strategic integration of technology to enhance real-world experiences.**

With the deployment of Smart Meters, consumers now have a more transparent and interactive approach to managing their energy consumption. These devices provide real-time data on electricity usage, enabling consumers to make informed decisions about their energy consumption patterns and optimize efficiency. The introduction of Smart Meters not only enhances accuracy in billing but also offers consumers greater control over their electricity usage, promoting a more sustainable and cost-effective approach to energy management. This consumer-centric initiative by Kenya Power reflects a commitment to leveraging technology for the benefit of end-users, fostering a harmonious blend of tech-driven solutions that seamlessly integrate into everyday life.

<https://kplc.co.ke>



**M-Tiba, has redefined healthcare accessibility by seamlessly integrating financial technology into the medical services landscape.**

Accessible through a simple and user-friendly mobile interface, individuals can utilize M-Tiba by dialing a designated code from their phones. Developed collaboratively by CarePay, PharmAccess, and Safaricom, M-Tiba empowers consumers to securely save, send, and spend funds exclusively for healthcare purposes through mobile transactions. Unlike traditional wearable technology brands, M-Tiba focuses on bridging the gap between financial technology and healthcare, providing a convenient means for individuals to manage and cover medical expenses. This innovative platform exemplifies the harmonious integration of technology and healthcare, ensuring that individuals in Kenya can readily access and afford essential medical services.

<https://mtiba.com/>



**M-PESA is a mobile phone-based money transfer service, payments, and micro-financing service, launched in 2007 by Vodafone and Safaricom, the largest mobile network operator in Kenya.**

While primarily a financial service, M-PESA's strategic integration of technology has transformed the way people handle transactions, pay bills, and send/receive money. This service enhances financial inclusion and accessibility for a wide range of users.

Emerging Reality 2024

# DEFINING THE INTERSECTION BETWEEN ONLINE & OFFLINE SPACE

## What consumers will be looking for?

### Trust offline and move careful with online

Offline, a heightened awareness of data privacy and security concerns prompts consumers to seek transparency and reliability from businesses, emphasizing the need for brands to build and maintain trust through face-to-face transactions, where credibility and integrity are tangible. Conversely, online engagements are approached with increased caution, driven by growing wariness about sharing personal information. Brands navigating the digital space must strike a delicate balance, prioritizing robust cybersecurity measures and transparent data practices, while ensuring personalized experiences that respect consumer privacy.

### Refining the digital world

As technology continues to advance, consumers are seeking more refined, user-friendly digital experiences. Brands will be expected to offer seamless online interactions, ensuring that their digital platforms are intuitive, responsive, and capable of meeting consumers' evolving expectations. This involves investing in user interface (UI) and user experience (UX) enhancements, as well as adopting emerging technologies to stay ahead.

### Personalization

With a number of choices available, consumers will increasingly value personalized experiences tailored to their individual needs and preferences. Brands that leverage data-driven insights responsibly to offer customized products, services, and recommendations will likely gain a competitive edge.

## How brands can engage

### Redefining the online/offline spaces

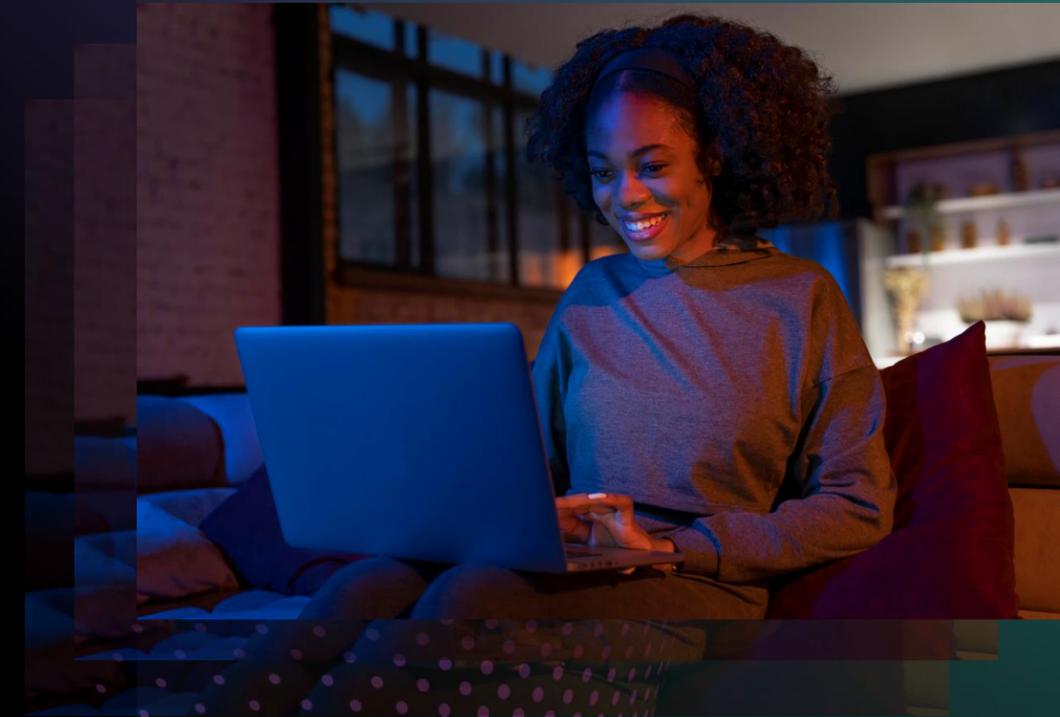
Consumers are looking for brands that can redefine the online and offline spaces by crafting seamless and integrated experiences. Brands need to create a consistent brand narrative that effortlessly transitions between digital and physical realms, meeting consumers' desires for a harmonious connection between the two.

### Embrace and experience tech that works

Embracing and effectively utilizing technology that enhances customer experience will be pivotal for brands. This includes investing in user-friendly interfaces, adopting emerging technologies where relevant, and ensuring that technological innovations genuinely contribute to a smoother, more enjoyable customer journey.

### Be customer centric

Brands need to prioritize personalization, transparency, and ethical practices. Understanding and responding to the individual needs and preferences of consumers will foster trust, loyalty, and positive brand perception.



“

The relevance of the emerging reality trend is pronounced in a world where the lines between physical and digital are increasingly blurred. As technology becomes ingrained in daily life, there is a growing demand for products and experiences seamlessly integrating both realms. This trend spans diverse sectors, from food and financials to healthcare. Brands adept at navigating this fusion are poised to meet the evolving needs of consumers in our dynamic, interconnected world.



**GLORIA PADUA**

Marketing Lead/Analyst

# SUSTAINABLE BRANDS

Brands and products for *an improved tomorrow*

Consumers are actively engaging in mindful consumerism, increasingly conscious of the impact of their choices on the world. They prefer products aligned with their values, contributing to sustainability and equity. Transparency and authenticity are paramount, with consumers demanding information on product origins and environmental impact. There's a growing awareness that investing in sustainable products, though initially pricier, yields long-term value. Durable, repairable, or recyclable items are recognized not just for potential savings but also for fostering a sustainable lifestyle over time.

The sustainable brands trend holds relevance in a world increasingly focused on environmental and social concerns, where consumers actively seek products aligned with their values. This trend is a response to the urgent need for eco-friendly practices in the face of climate change and resource depletion.

Sustainable brands not only prioritize environmental responsibility, reducing carbon footprints, and promoting responsible resource use but also emphasize social responsibility, including fair labour practices and ethical sourcing.

**In a climate where transparency and trust are paramount, these brands openly communicate their values and production processes, aligning with the expectations of an informed consumer base. The rise of sustainable brands is further propelled by a shifting regulatory landscape, with policies favouring sustainability. Overall, this trend signifies a broader societal shift towards mindful and responsible consumer choices and business practices.**

## 83%

Of consumers identify one or several sustainability factors when making purchase decision.

## 1 in 2

Consumers are going for products made with natural ingredients



### SUSTAINABILITY

Optimizing the use of natural resources



# TRACKING THE TREND

The burgeoning trend of Sustainable Brands signifies a paradigm shift in consumer preferences, urging businesses to recalibrate their mission and strategies. By harnessing innovative technologies, sustainable materials, and natural ingredients, these brands are catering to the evolving consumer demand and offering individuals the chance to make environmentally conscious decisions.

These brands are not just selling products; they are promoting a lifestyle of sustainability and responsibility, enabling consumers to contribute positively to the planet with their purchasing choices. This trend underscores the power of consumer choice in driving business innovation towards sustainability. It's not just about better products; it's about a better future.

## UNDERSTANDING THE CONSUMER TRENDS

Brands that need a way into Sustainable Brands can embrace the following microtrends and drive positive change for the environment, society, and communities

### Net Zero & Sustainability

Consumers are making a positive impact by choosing products from brands committed to sustainability, including those with clear strategies for achieving net-zero emissions. This involves supporting companies that prioritize renewable energy, circular economy practices, and carbon offset initiatives

### Supporting Local

Consumers are actively engaging with their local communities by supporting small businesses, farmers' markets, and artisans, fostering both sustainable local economies and a sense of community. This choice not only results in a smaller carbon footprint due to reduced transportation but also supports local employment and promotes ethical practices within the community.

### Fighting for me

Consumers are actively advocating for their interests through well-informed purchasing decisions. This includes thorough research on products and brands, considering factors such as quality, durability, and ethical practices to align with personal values. Prioritizing personal well-being, encompassing both physical and mental aspects, involves choosing products and services that positively contribute to health.

### Social change & ethics

Consumers are leveraging their purchasing power to drive social change by endorsing brands with ethical commitments. This involves supporting companies prioritizing diversity, inclusion, fair labour practices, and charitable initiatives. Ethical consumerism extends beyond product choices to financial decisions, allowing individuals to explore ethical investment options.

### Tracking sustainability across gender & age groups

Year: 2023

| SUSTAINABILITY FACTORS  | OVERALL | MALE | FEMALE | BABY BOOMERS | GEN X | MILLENNIALS | GEN Z |
|---|---------|------|--------|--------------|-------|-------------|-------|
| Made with natural ingredients   | 1       | 1    | 1      | 1            | 1     | 1           | 1     |
| Organic/ made with organic ingredients                                | 2       | 3    | 2      | 2            | 2     | 3           | 3     |
| Products with eco-friendly packaging (e.g. recyclable, biodegradable) | 3       | 2    | 4      | 6            | 3     | 2           | 3     |
| No-GMO  | 4       | 4    | 3      | 3            | 4     | 4           | 2     |
| Products made in an environmentally friendly manner                   | 5       | 5    | 5      | 4            | 6     | 6           | 5     |
| Products that are made in Africa /made in your country                | 6       | 6    | 7      | 4            | 7     | 5           | 5     |
| Not tested on animals   | 7       | 7    | 6      | 7            | 5     | 7           | 7     |
| None of the above   | 8       | 8    | 8      | 8            | 8     | 8           | 7     |

- ✓ Across all segments, products made with natural ingredients are the most considered factor, with 51% of overall consumers considering this factor.
- ✓ Organic ingredients and eco-friendly packaging are the next most considered factors. 31% of overall consumers consider organic ingredients. Eco-friendly packaging is considered by 30% of overall consumers.
- ✓ No-GMO products and products made in an environmentally friendly manner are also important factors. No-GMO is considered by 28% of overall consumers while environmentally friendly products are considered by 22% of overall consumers.

[LEARN MORE](#) 

Source: Kasi Insight – Sustainability data in Kenya

Q20. Product/Food sustainability means product/food that is safe and healthy for people and for the environment. When you are making a decision about which food or products to buy, which of the following sustainability factors influences which brands you buy

# BRANDS SPOTLIGHT

We've spotlighted four brands, that are providing *sustainable solutions and services to consumers*



## Gjenge Makers LTD -addresses plastic pollution by offering sustainable construction solutions

They achieve this by recycling plastic waste and transforming it into bricks that boast remarkable qualities—being 5x more durable, sustainable, and cost-effective compared to traditional concrete. These ecological paving blocks have already seen extensive use in Nairobi's walkways and hold promising potential as alternative building materials for low-cost housing. Gjenge's innovative approach not only tackles environmental issues but also contributes to creating affordable and resilient construction options.

<https://www.gjenge.co.ke/>



## Nawiri - sustainable contemporary fashion brand for women based in Nairobi

The brand emphasizes local design, sourcing, and production to contribute to the community. With a commitment to fostering a more sustainable future in fashion, Nawiri focuses on minimizing negative environmental impact through upcycling and fabric redesign, aiming to protect the environment from premature landfills. The brand aspires to showcase that style and sustainability can coexist, inspiring a shift towards more eco-conscious practices in contemporary fashion.

<https://nawirionline.co.ke/>



## KOKO is spearheading the adoption of liquid bio-ethanol cooking fuel as a rapid, secure, and cost-effective alternative to environmentally harmful cooking fuels like charcoal.

Through partnerships with the downstream fuels industry, KOKO seamlessly integrates this new fuel and offers a range of distribution, dispensing, and end-use technologies, ensuring customers can access clean fuel at prices that are more competitive than traditional options. Notably, the company provides carbon credits to businesses committed to authentic Net Zero initiatives, utilizing the proceeds to accelerate the adoption of the KOKO Fuel solution among low-income households that currently lack alternatives to deforestation-based fuels.

<https://kokonetworks.com/>



## As a fundamental core value, the WEEE Centre runs an environmentally friendly operation. They are committed to the efficient, safe and conservative disposal of electrical and electronic waste.

The centre primarily sources e-waste from the private and public sectors through collection. It was launched as a pilot in 2010 and was the first e-waste recycling facility in East Africa that came into being with Safaricom Foundation, Close the Gap, and WorldLoop. As of 2019, the centre has managed over 10,000 tonnes of e-waste safely and can treat 200 tonnes/month. It is currently building its capacity in 15 countries in Africa

The Centre has formed several partnerships to promote e-waste management and recycling in Kenya and the East African region. Some of the notable partnerships include I&M Bank, Carrefour, WorldLoop, Total Energy & Safaricom. These partnerships have contributed to the WEEE Centre's efforts in managing e-waste, increasing awareness about e-waste, and promoting environmental sustainability

Sustainable Brands 2024

# THE PUSH FOR SUSTAINABILITY & CLIMATE ACTION IS LIKELY TO INTENSIFY

## What consumers will be looking for?

### Sustainability & environmental Responsibility

A continued and strengthened emphasis on sustainability is likely, with consumers seeking products and brands that actively contribute to environmental responsibility. This includes a commitment to reducing carbon footprints, using renewable materials, and implementing circular economy practices.

### Digital and Contactless Experiences

The trend towards digitalization and contactless experiences is expected to persist and evolve. Consumers are prioritizing brands that offer seamless online interactions, digital payment options, and tech-driven solutions that enhance convenience and safety.

### Diversity, Equity and Inclusion (DEI)

Increased importance placed on DEI considerations, both in products and brand values. Consumers are supporting brands that actively promote diversity, inclusivity, and social justice, aligning with their values on these important societal issues.

### Health and Wellness

Consumer interest in health and wellness will remain a key focus, with an increased demand for products and services contributing to both physical and mental well-being. This includes health-conscious food options, fitness-related products, and experiences that promote overall wellness.



## How brands can engage

### Embrace Sustainability and Transparency

Continue prioritizing sustainability and environmental responsibility and communicate these efforts transparently to consumers. Brands that demonstrate a genuine commitment to sustainable practices are likely to resonate well.

### Prioritize Diversity, Equity, and Inclusion (DEI)

Actively incorporate diversity, equity, and inclusion into brand values and practices. Consumers increasingly seek brands that promote social justice and inclusivity. Showcase diverse representation in marketing materials and ensure fair and inclusive business practices.

### Facilitate Ethical Consumerism

Providing information on ethical sourcing, fair trade practices, and charitable initiatives enhances consumer trust. Brands that align with values beyond profit-making, actively contributing to positive social change, appeal to ethically conscious consumers.

### Enhance Local and Community Engagement

Strengthening ties with local communities through support for local initiatives, sourcing locally, and participation in community events establishes a sense of connection. Brands that actively engage with and contribute to local communities foster positive relationships.

“

A continued and strengthened emphasis on sustainability is likely, with consumers seeking products and brands that actively contribute to environmental responsibility. This includes a commitment to reducing carbon footprints, using renewable materials, and implementing circular economy practices.



**SANDRA BELDINE OTIENO**

Research/BI Analyst



## EXPERT VIEW

The State of The Consumer Report by Kasi crystalizes the essence of today's market evolution, showcasing trends like 'Adaptive Resilience' and 'Mindful Wellbeing' that reflect a new consumer consciousness post-pandemic in an inflation-stricken landscape. In this climate, digital strategies emerge as the linchpin for brands, providing a means to not only economize on operations but also to offer consumers the value and ease they now prioritize.



As disposable incomes dwindle, a digital-centric approach enables brands to pivot, providing affordable solutions and transparent communications that are paramount in maintaining consumer trust and loyalty. It's through embracing this digital imperative that brands can align with the emergent, value-focused narrative of the modern consumer, navigating the changing market with insight and agility.



### **GESORA MWASI**

Founder/Digital Brand Strategist  
IDMA Agency



# NAVIGATE TRENDS, SHAPE TOMORROW



Yannick Lefang, Kasi Insight's Chief Executive Officer,  
Provides his concluding foresight:

In today's rapidly evolving world, adaptability and innovation are paramount. The trends showcased in this report underline the need for brands to embrace change, reimagine strategies, and stay agile in responding to evolving consumer needs. Some of my key takeaways are:

### *Evolving Market Landscape*

The evolving market landscape in Kenya reflects the influence of changing consumer trends. Businesses need to adapt their strategies to align with the evolving preferences and values of the Kenyan consumer base.

### *Innovation Opportunities*

The emerging trends offer innovation opportunities for businesses to create tailored solutions that resonate with the evolving needs and preferences of Kenyan consumers. Embracing innovation is key to staying competitive in the market.

### *Omnichannel Retailing*

"Omnichannel Retailing", is becoming increasingly important in the retail industry. It recognizes that customers engage with retailers across multiple touchpoints and seeks to provide a consistent, integrated experience across all these channels.

## EMBRACING CHANGE IN 2024

To navigate the ever-evolving landscape of consumer trends, the power of external awareness and data-driven insights cannot be overstated. Brands at the forefront of change are those that embrace a keen understanding of their consumers and their constantly changing environments.

In an era where information is key, having the right capabilities to interpret and leverage data is the driving force behind shaping the future of consumer trends and industry dynamics. Brands that will win in 2024 will adopt the following principles:

### *Value for money*

Brands should focus on providing value for money and demonstrate how their products or services can help consumers adapt to their changing circumstances. Offering budget-friendly options or flexible payment plans could be beneficial.

### *Personalization*

Consumers increasingly expect products and services tailored to their individual needs and preferences. Brands should leverage data analytics to understand their customers better and offer personalized experiences. This could range from personalized product recommendations to customized marketing messages.

### *Omnichannel Presence*

Consumers expect to interact with brands across multiple channels - online, in-store, on social media, etc. Brands should aim to provide a consistent and seamless customer experience across all channels. This involves integrating online and offline channels and ensuring consistent messaging.

### *Authenticity & Sustainability*

Consumers crave authenticity and prefer brands that are genuine and honest. Also, they are increasingly conscious of the impact of their choices on the world and are seeking products that align with their values. Brands should focus on sustainability and transparency. This could involve providing information about product origins, using sustainable materials, or offering repairable or recyclable products.

The convergence of adaptive resilience, mindful wellbeing, tech reality fusion, and sustainable brands is driving a significant shift in consumer behaviour in Kenya. Understanding these dynamics is essential for businesses to stay relevant.

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