How Africa Sees the G7

Limited Awareness, Cautious Trust

2.79/5

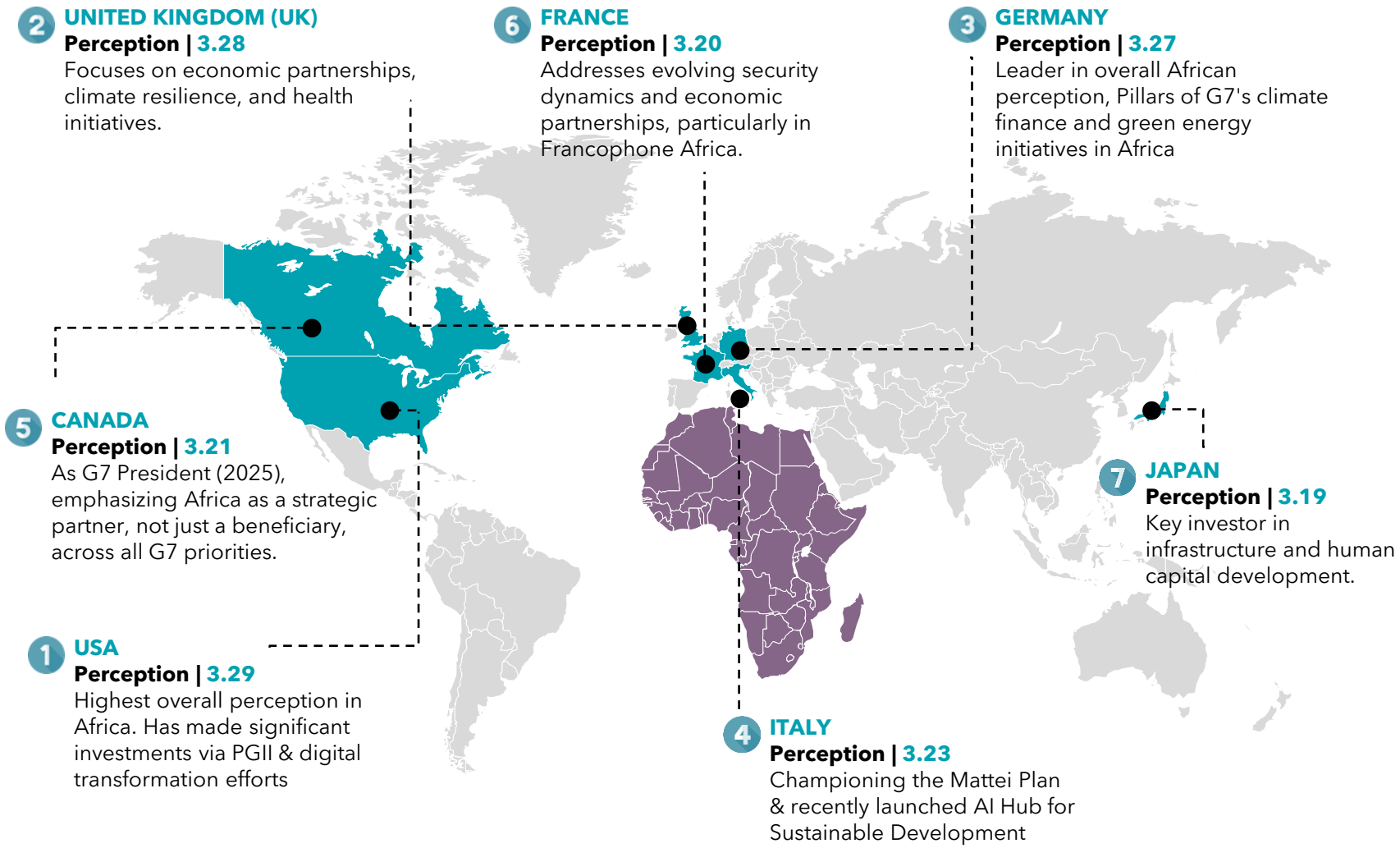
Average Familiarity Score
Most Africans remain only faintly aware of the G7's role and initiatives. In fact, 77% say they have limited knowledge, and nearly 1 in 5 do not know anything about it.

3.24/5

Average Perception Score
About 43% of Africans agree that G7 countries **are fair, respectful and honest partners**, though a significant share 32% remain neutral while 25% disagree

USA & UK

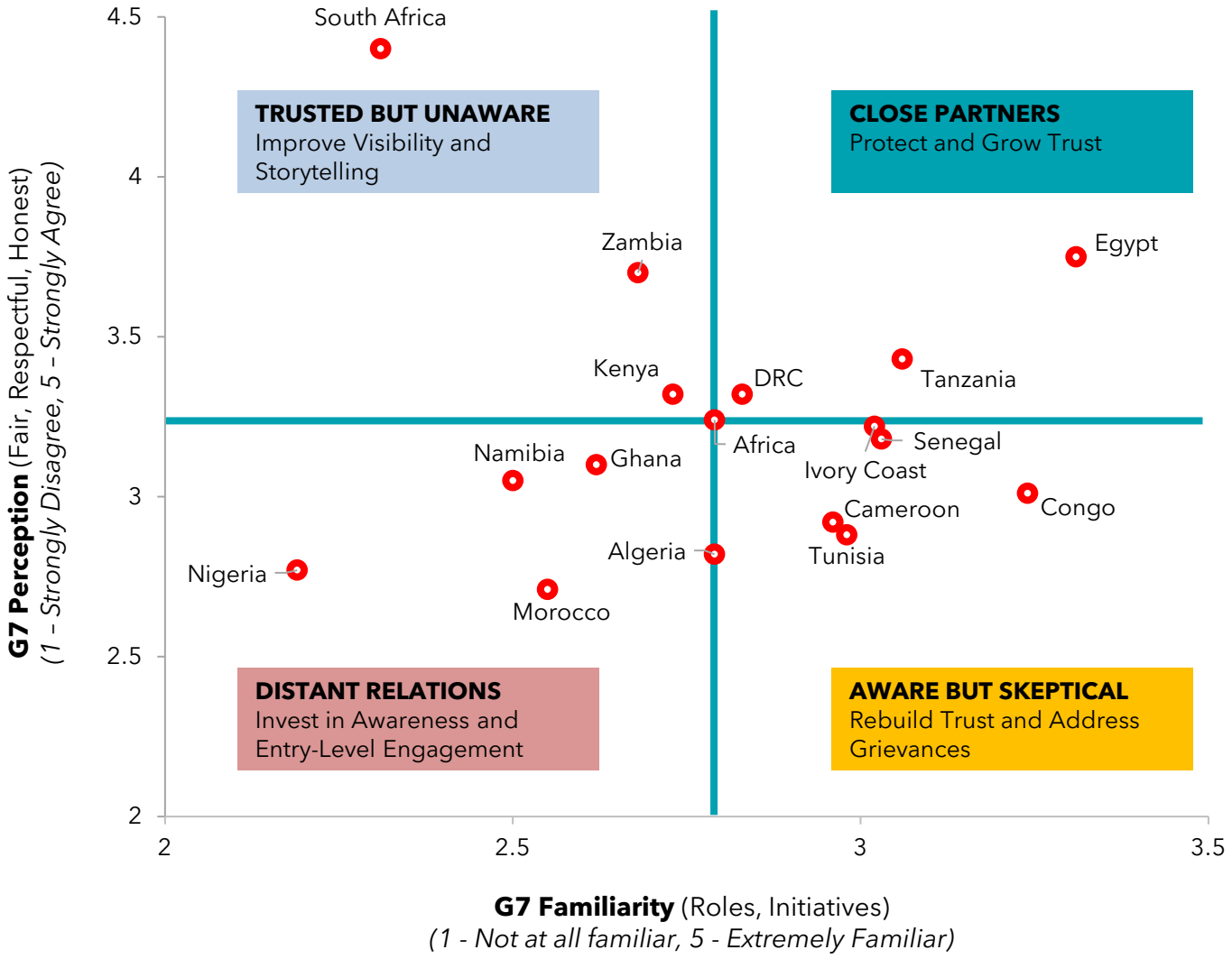
Leaders in African Perception
These two nations hold the highest average perception scores continent-wide among G7 members



Source | Kasi Insight – Consumer Intelligence, G7 Sentiment Tracker across 16 African markets (2022), sample n = 15,095

The G7 Strategy Lens

Perceptions are shaped by more than just genuine familiarity



- Across Africa, opinions of the G7 reveal a striking paradox. In many countries, positive perceptions are not built on deep familiarity but rather on a general **sense of goodwill and past engagements.**
- While some nations admire the G7's development investments and climate initiatives, others remain skeptical or indifferent, feeling disconnected from its promises.
- This gap highlights the need to move beyond visibility alone and focus on **building relationships anchored in transparency, relevance, and shared progress**

Legend

F&P: Familiarity & Perception Chart
Limits | from 1 to 5; **Central Point |** Africa (2.79, 3.24)
Familiarity (X-axis): Low (< 2.79) / High (> 2.79)
Perception (Y-axis): Low (< 3.24) / High (> 3.24)

- They like the G7 but don't know much about what they do.
- They know the G7 well and trust them.
- Weak ties with little knowledge, little trust.
- They know the G7 but doubt their fairness, respect.