



# AFRICA IS RISING OR IS IT?

## Understanding the African marketplace

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# The Brief

Own the future by making **smart decisions today**

1

What's usually driving the Africa rising story?

2

What's hindering the climb?

3

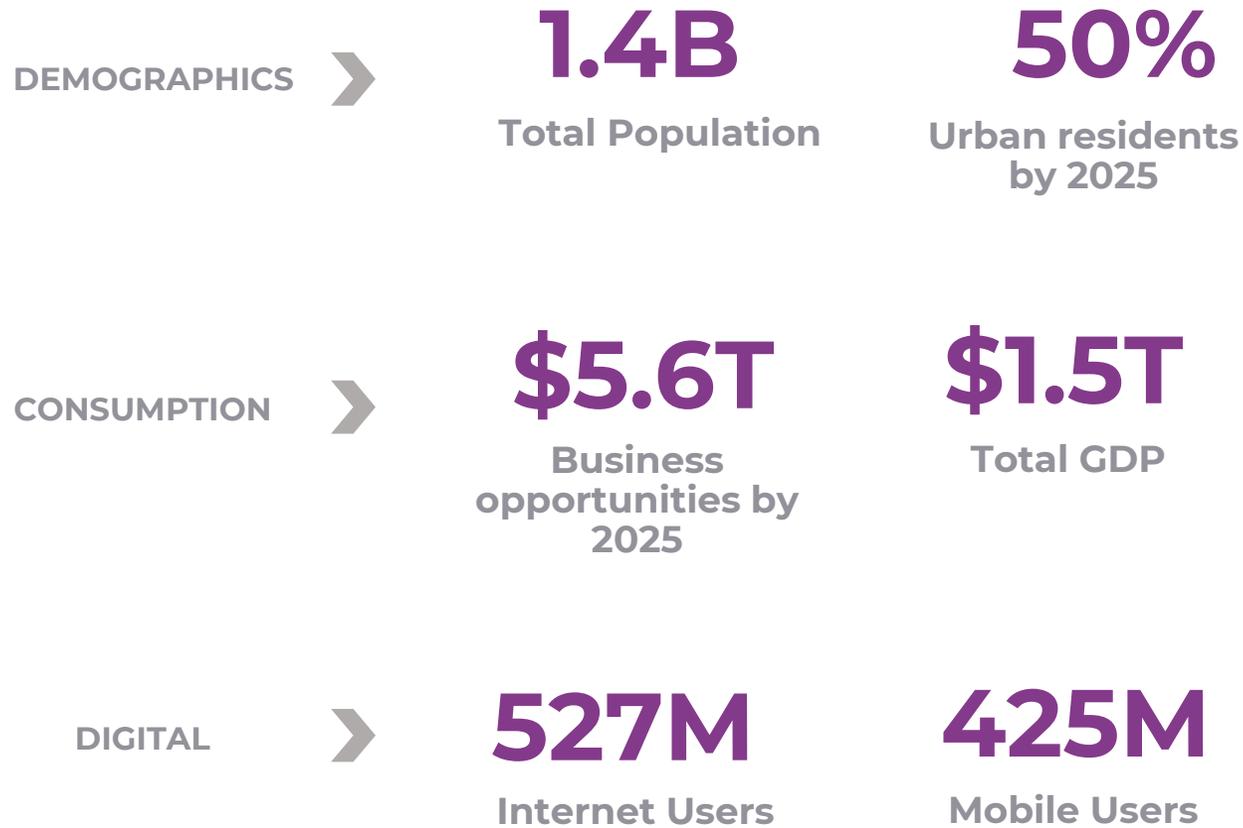
What may make it happen this time

4

Leveraging data intelligence



# What's driving the Africa rising story?



Source: WorldBank, McKinsey & GSMA

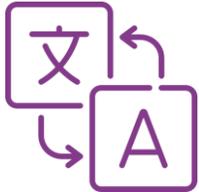
Hilton Zanzibar | Zanzibar Island (East Africa)



# 1.a. Africa is not a world apart



At least 10 weekly flights from North America to Africa



Most African countries speak French or English



At least 25 mining companies from Canada have assets/operations in Africa



## 2. What's hindering the climb?

GOVERNANCE	➤	<b>48/100</b> MIGI 2019	<b>32/100</b> TCPI 2020
GLOBAL TRADE	➤	<b>3%</b> Africa's share of the world trade	<b>10x</b> Less than Asia
INNOVATION	➤	<b>1330</b> Patents from Africans (2017)	<b>592K</b> Patents from Asia (2017)



Sources: Mo Ibrahim Foundation, UNCTAD, Africa Report

## 2.a. What does it take to win?

- High growth companies are moving away from guessing consumer habits and needs
- There is no success in Africa without local insights
- That's why the best brands strategize differently when it comes to Africa
- Only a few will thrive, and size doesn't matter



### THE RABBIT

"Prospectors" who dig to understand customer problems and contexts



### THE ELEPHANT

"Analyzers" who track trends and take a long view to transform their markets

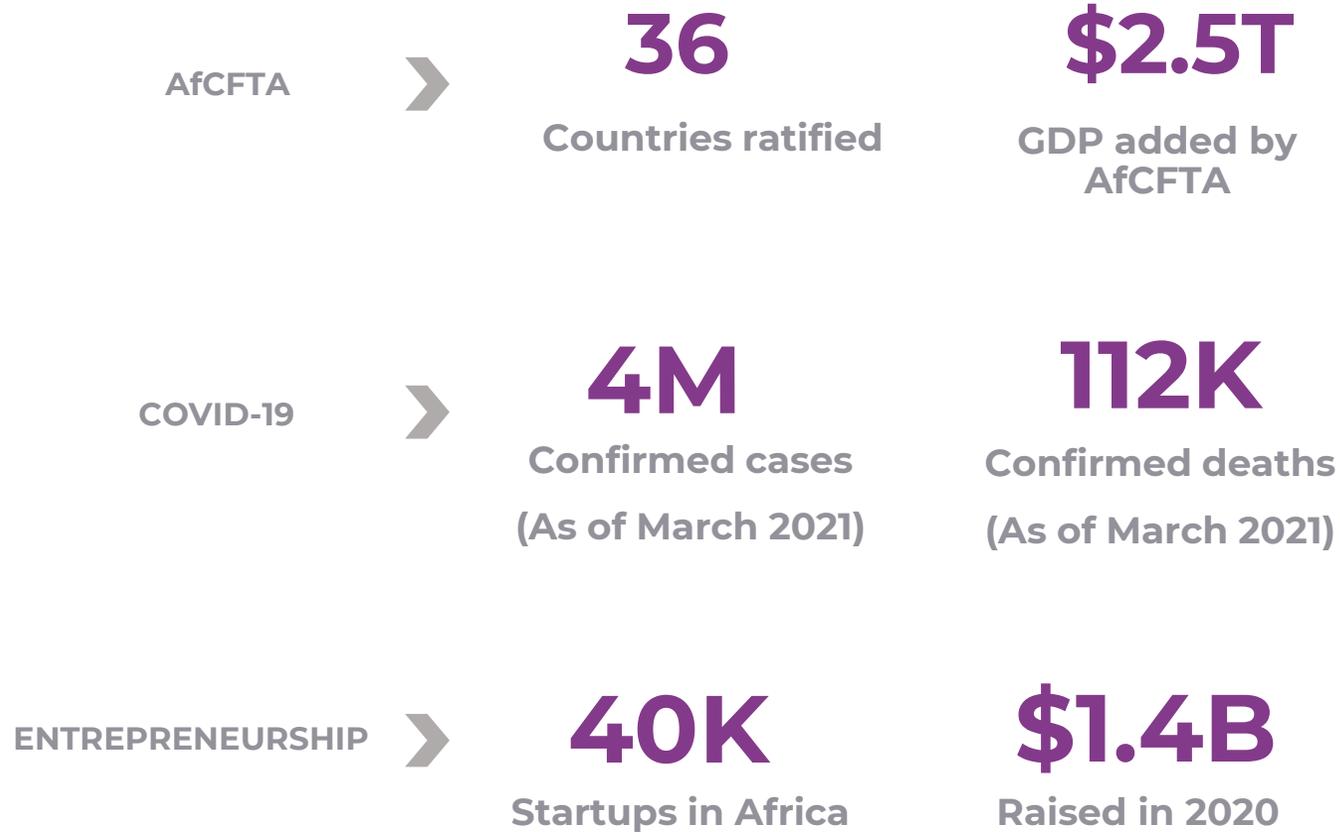


### THE CHEETAH

"Reactors" who respond and adjust quickly given new sets of problems and opportunities



### 3. What may make it happen?



Sources: AfCFTA/AU, Partech Africa, CDC Africa



Mount Kilimanjaro (Tanzania)

## 3.a Every industry is impacted



### CONSUMER GOODS

Retail, Apparel, Shopping malls, Fashion, Electronics



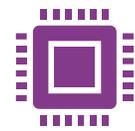
### DIGITAL BANKING

Literacy, Cash management, Payment, Money transfer, Insurance



### HEALTH & WELLNESS

Pharma, Medical care, Diagnostic, Exercise, Diet



### TECHNOLOGY

Manufacturing, Robotics, Agri-business, Construction



*Manufacturing factory (Ethiopia)*

## 3.b It's the only way to win in Africa

**TODAY**

**400**

Companies with Annual Revenue of \$1B in Africa

**169**

Companies with Annual Revenue of \$1B in Canada (2014)



**2025**

**600**

Companies with Annual Revenue of \$1B in Africa

**200**

Companies with Annual Revenue of \$1B in Canada



*Dar Es Salaam, Tanzania (East Africa)*



# Africa is a \$2.6T consumer market... potentially

- Consumer data is at the heart of your business
- Effective consumer research in Africa has evolved
- The way African consumers spend is changing
- Its critical to understand and connect with the African consumer

**ADDRESS**  
(don't assume)

**ADAPT**  
(don't confront)

**PULL**  
(don't push)



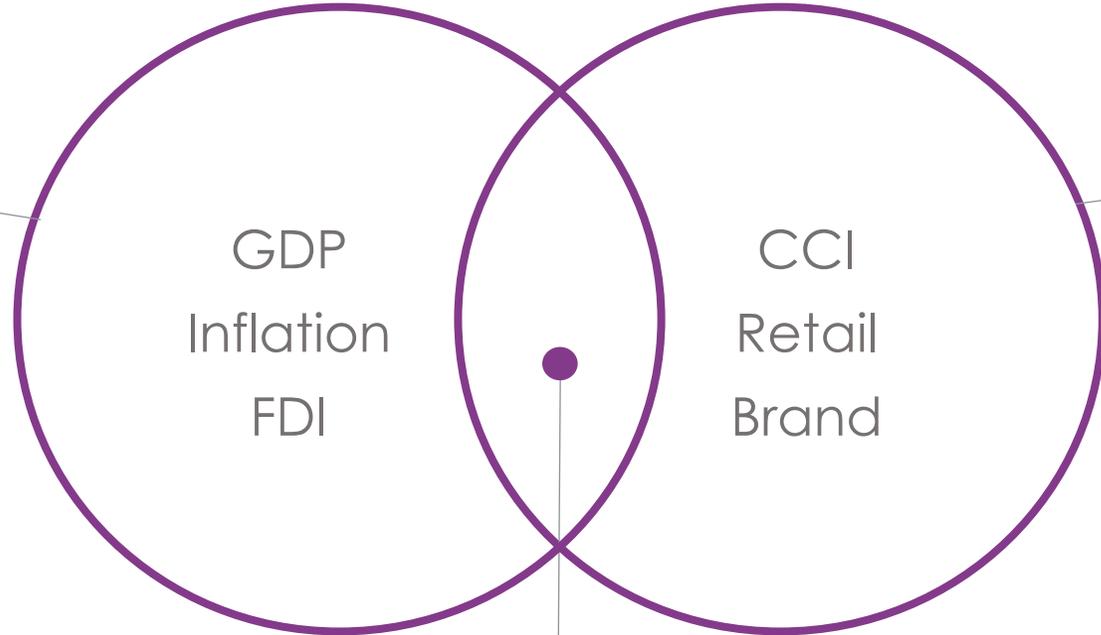
Marakech Market | Africa @ Corbis

# The rise of data intelligence

Data is the **new oil**

**Macro Data**

*Top down*



**Market Data**

*Bottom up*



ECONOMIC INTELLIGENCE



CONSUMER INTELLIGENCE



RETAIL INTELLIGENCE



BRAND INTELLIGENCE



# About Kasi Insight

Africa insights at a **click** of a button



**Kasi is a leading provider of African insights. We speak to thousands of African consumers each month turning survey-based data into actionable insights.**

Through our self-service platform, Kasi Hub, our clients leverage consumer insights, identify early signs of market shifts and unlock market-creating opportunities for their businesses.

Contact us to garner the most pertinent insights to help your business thrive in Africa!

## Our Solutions



CONSUMER INTELLIGENCE



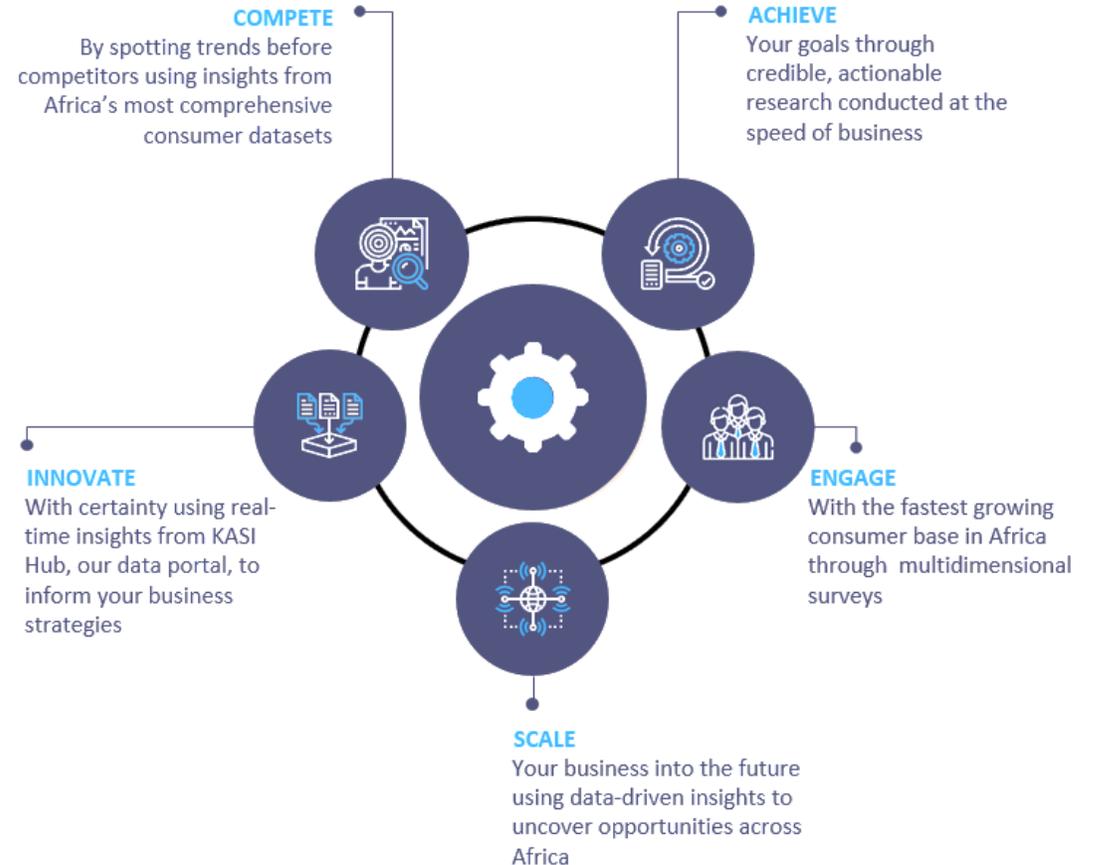
ECONOMIC INTELLIGENCE



RETAIL INTELLIGENCE



BRAND INTELLIGENCE



# Case 1 – Consumer Confidence in Kenya

Tracking the **real economy every month**

While GDP estimates for 2020 are available the actual GDP reading from the central bank of Kenya is for 2019

Unfortunately, the GDP won't capture the intra month volatility and the full impact of the pandemic.

Kasi Consumer Confidence index tracked the impact of the pandemic in Kenya, month over month.

CCI YoY change is only 4% (+4 in January 2020 to 0 in December 2020) But the volatility was massive intra month as the pandemic disrupted consumers habits and lives.

Macro Data

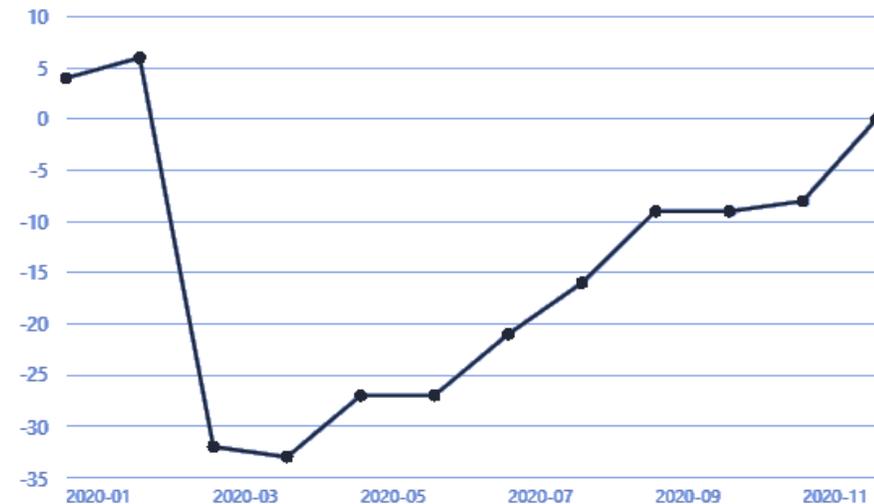
Top down



# 5.4%

## Actual GDP (2019)

Source: Central Bank of Kenya



Source: Kasi CCI (Kenya) – Index of Consumer Sentiment (ICS) - 2020

Market Data *Bottom up*



# Case 2 – Retail Intelligence in Nigeria

## Unlocking opportunities from the pandemic

The insurance penetration in Nigeria is very low – the country ranks 62<sup>nd</sup> in the world at around 1%.

Obstacles to insurance market growth include consumer awareness, lax enforcement of mandatory coverage laws and new proposed capital requirements.

Macro Data

Top down



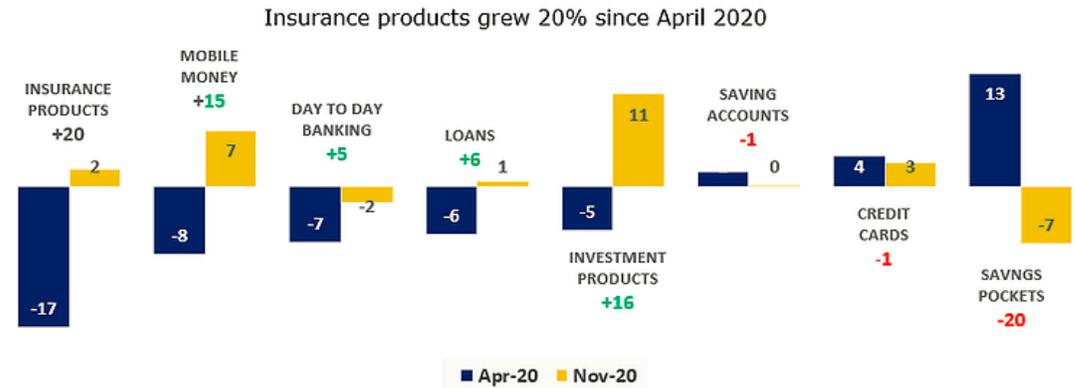
1%

Insurance penetration rate

Source: PWC report

Demand for financial products shifted significantly as a result of the COVID-19

Our data shows that seven months later, consumer demand and purchase intent for financial products have shifted significantly. Amongst the products that saw an acceleration of the demand, insurance products' demand grew 20% followed by investment products at 16%.



Source: Kasi Insight Retail Intelligence, "Retail Category tracker, Nigeria, CAPI survey, 18+, n= 5500, Apr to Nov, 2020

Market Data Bottom up



# Our Clients

Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



Pernod Ricard



# Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



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# Win with Confidence

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