Kasi
INSIGHT

Get Consumer & Market Intelligence at Scale

Invest in Frontier Markets Africa Summit
Toronto, Canada
KASI Insight | Canada + Africa

Africa is a big market

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DEMOGRAPHICS

1.4B
Total Population

50%
Urban residents by 2025

CONSUMPTION

$5.6T
Business opportunities by 2025

$1.5T
Total GDP

DIGITAL

527M
Internet Users

425M
Mobile Users

Source: WorldBank, McKinsey & GSMA

Hilton Zanzibar | Zanzibar Island (East Africa)

Africa is not a world apart

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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

Africa is a $2.6T consumer market.

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- 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

Every industry is impacted

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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)

What it takes to win in Africa?

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- 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

The power of local data and insights

- The winners unlock the value of data to solve the right problem
- They build relevant and valuable products and services
- Data impacts every part of their businesses
- They adopt a customer-centric approach in Africa

#SMARTDATA, #PRICINGMODEL
#MARKETING STRATEGY,
#SALESAPPROACH,
#EXISTINGCOMPETITION, #SURVIVAL

Cheetah running | Africa @ Corbis

It’s the only way to win in Africa

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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)

Introducing the KIC Score

Africa first monthly **Consumer Confidence Index**

The KIC SCORE is an indicator designed to measure the African consumer confidence, which is defined as the degree of optimism on the state of the economy that consumers are expressing through their activities of savings and spending.

Whether you are starting a business in Africa, running a business in Africa or looking to invest in the African markets, getting a pulse on consumer confidence will put you ahead of the competition and on top of your game.

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

Our Clients

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

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REFINITIV

BILL & MELINDA GATES foundation

ISD Institute for Strategic Dialogue

EIB

MULTIGATE

GEBEYA Best of African Talent

Unilever

Foreign, Commonwealth & Development Office

fhi360

mindlab INTELLIGENT INSIGHTS

Pernod Ricard

Dalberg

DicommMcCann

Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances

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ESOMAR corporate

GreenBook DIRECTORY

1st Annual Pan-African Bancassurance & Alternative Distribution Conference Ghana 2018

appsafrica AFRICA.TECH.INSIGHT

MSRA Marketing & Social Research Association

MARRAKECH COP22|CMP12 UN CLIMATE CHANGE CONFERENCE 2016

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Win with Confidence

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