



RIDING THE RECOVERY WAVE

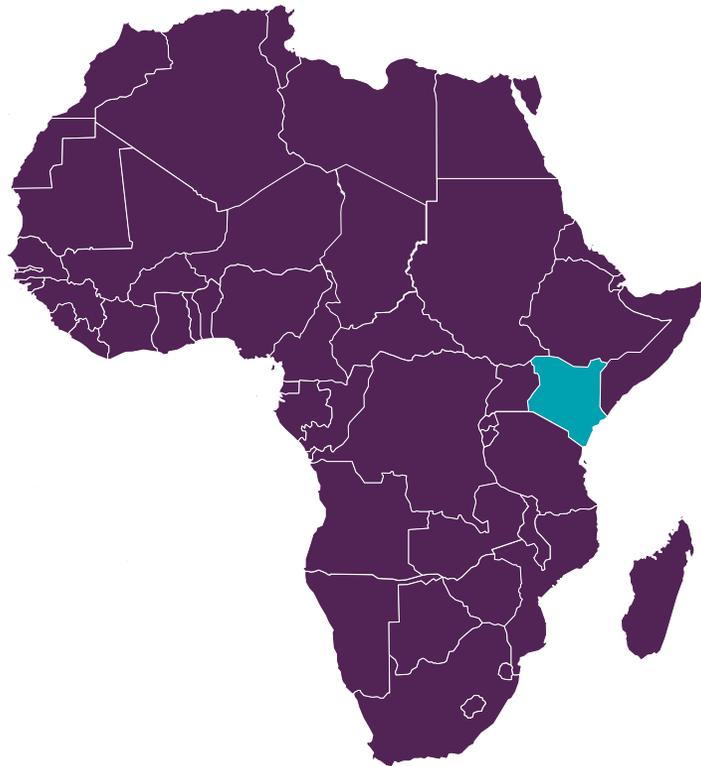
How marketers in Africa can boost sales
using consumer sentiment

May 19, 2022



TODAY'S OBJECTIVE

Understand how the change in **consumer sentiment affects consumer purchase decisions** in Kenya



Davies Nyachieng'a, Economist (Adjunct/Consulting)

Provides technical support to Kasi Insight primarily within the economic intelligence stream where he gives analysis and insights on Kasi's economic indicators and their implications for retailers in the continent.

He is an economist by training with vast interests in the subject. Currently, he is involved in the international trade and investment policy space in the African context including work on the AfCFTA that is being implemented. Davies has also worked at the Kenya National Bureau of Statistics (KNBS) under the Macroeconomics Statistics Directorate and Mennonite Economic Development Associates (MEDA). He holds a Bachelor of Arts and a Master of Arts in Economics, both from the University of Guelph based in Ontario, Canada.



CANADA BOARD OF TRADE

UNIVERSITY OF MICHIGAN

VARIOUS PROVIDERS

KASI INSIGHT

Kasi Insight conducts over 10,000+ survey interviews every month across 20+ African countries to get their views on economic activity, personal finance, job prospects and spending.

The measure consists of headline index, current conditions, future expectations, personal finance, discretionary spending, job prospects.

The measure is used globally by financials, retailers, manufacturers, FMCG and media/PR companies. The index is also used by policy markers.

ECONOMIC INTELLIGENCE

Index of consumer sentiment – Kenya

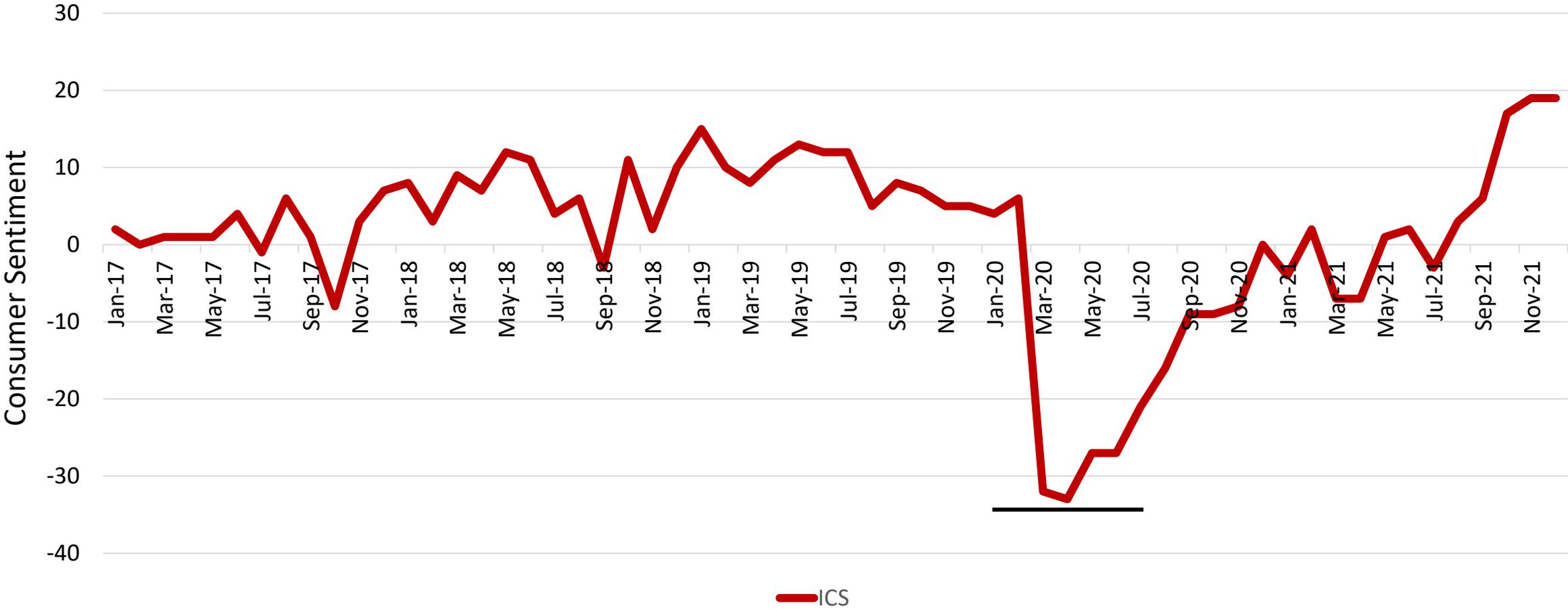
Consumer sentiment **fluctuates widely between 2017 and 2022** due to various macro events



Source: Kasi Insight

Index of consumer sentiment – Highs and Lows

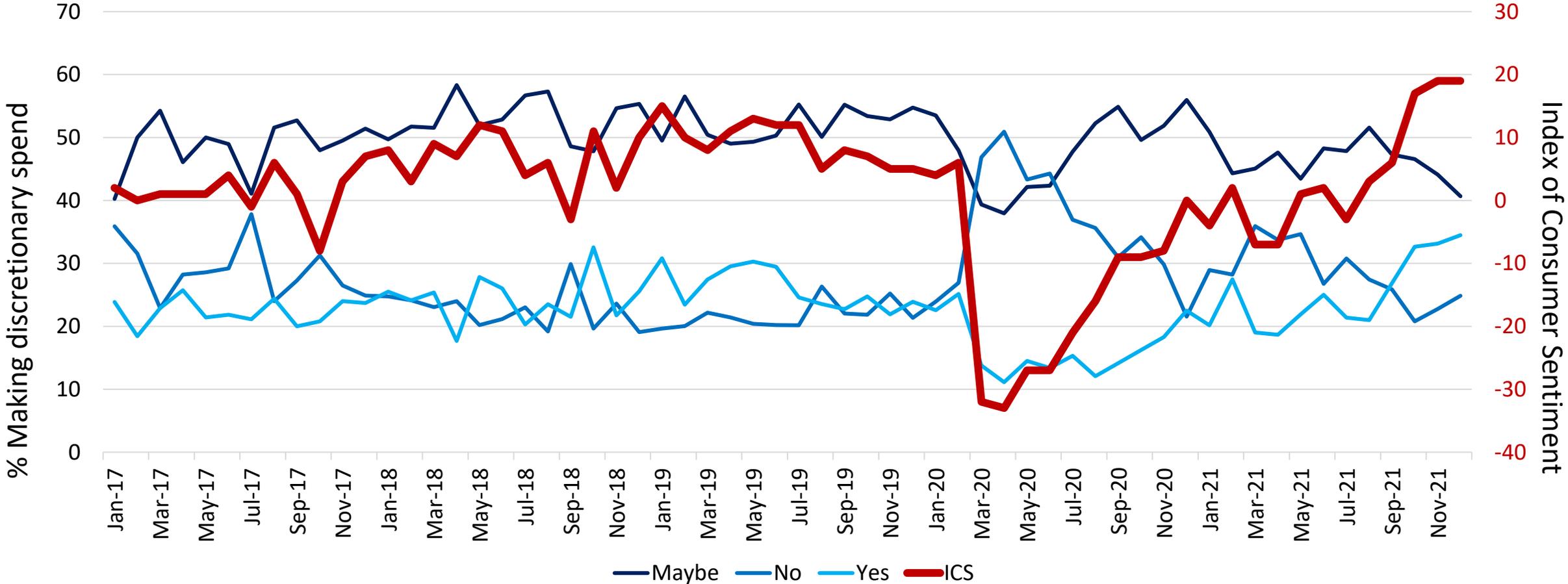
Consumer sentiment fluctuates widely between 2017 and 2022 due to various macro events



Source: Kasi Insight

Index of consumer sentiment – Discretionary spend

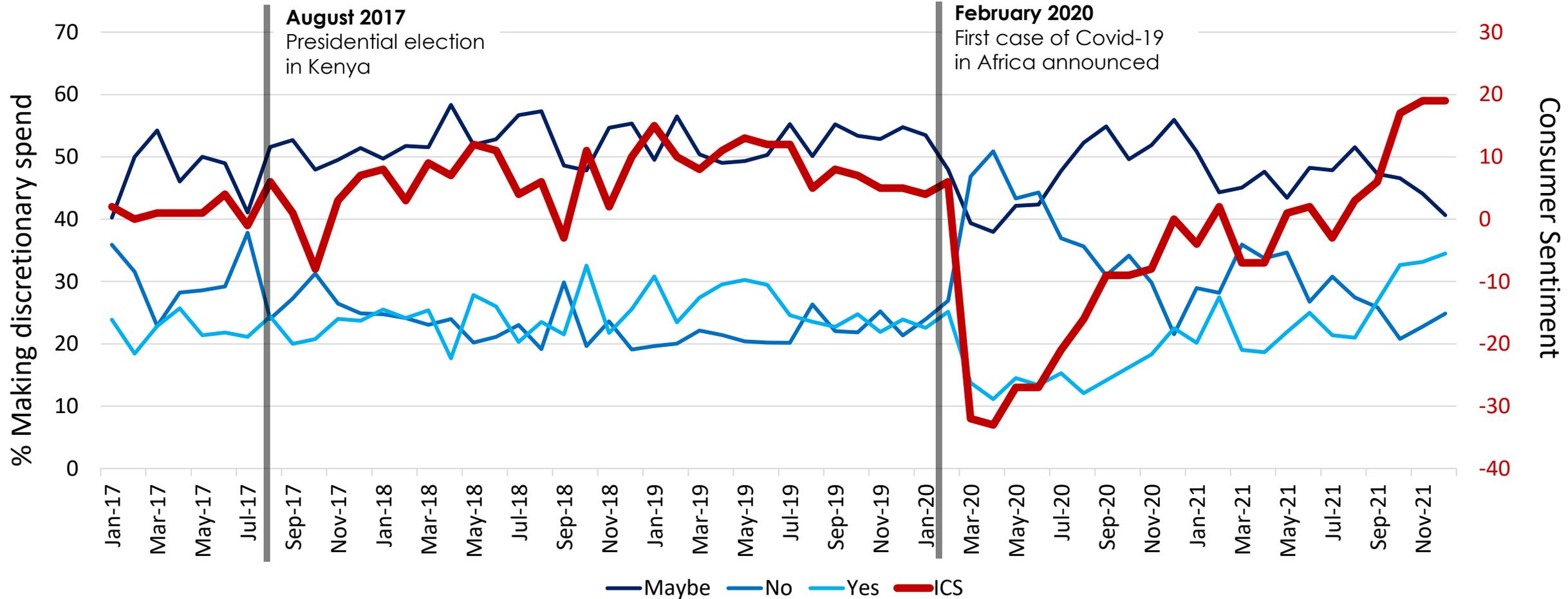
How macro events impact consumer sentiment and their purchase decisions



Source: Kasi Insight

Index of consumer sentiment – Kenya

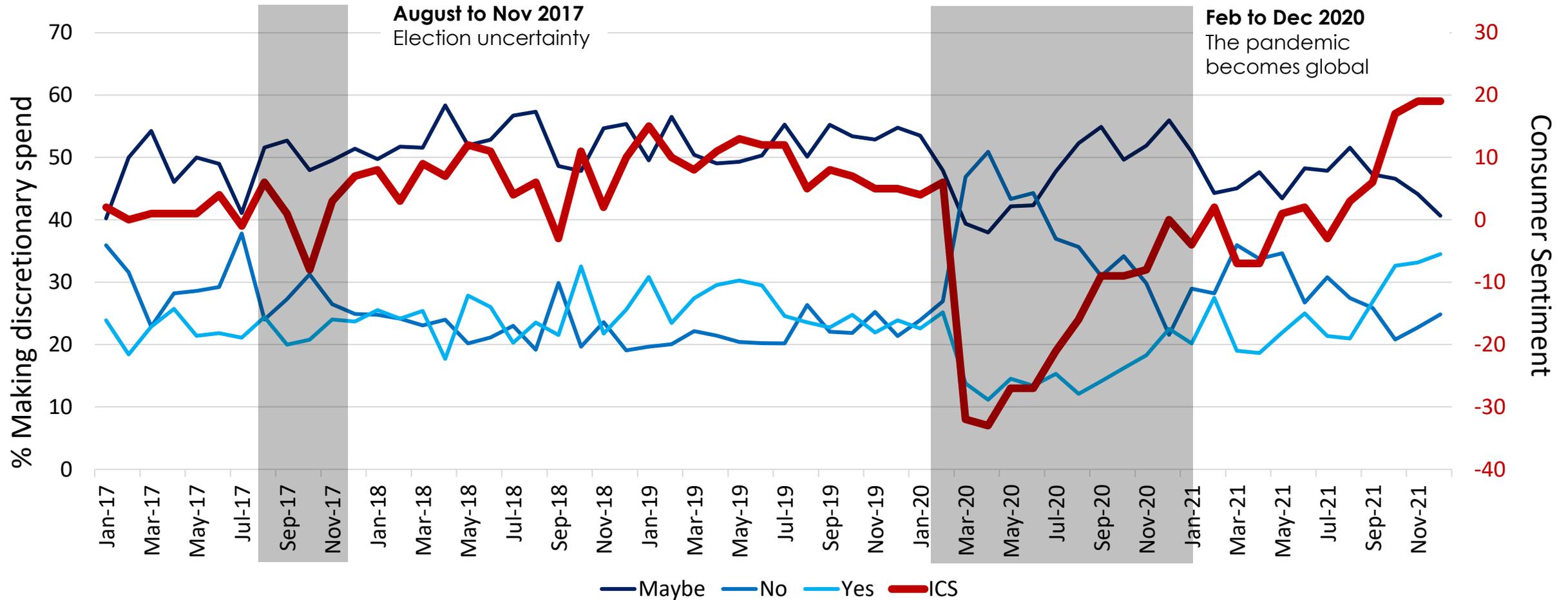
How macro events impact consumer sentiment and their purchase decisions



Source: Kasi Insight

Index of consumer sentiment – Local vs Global

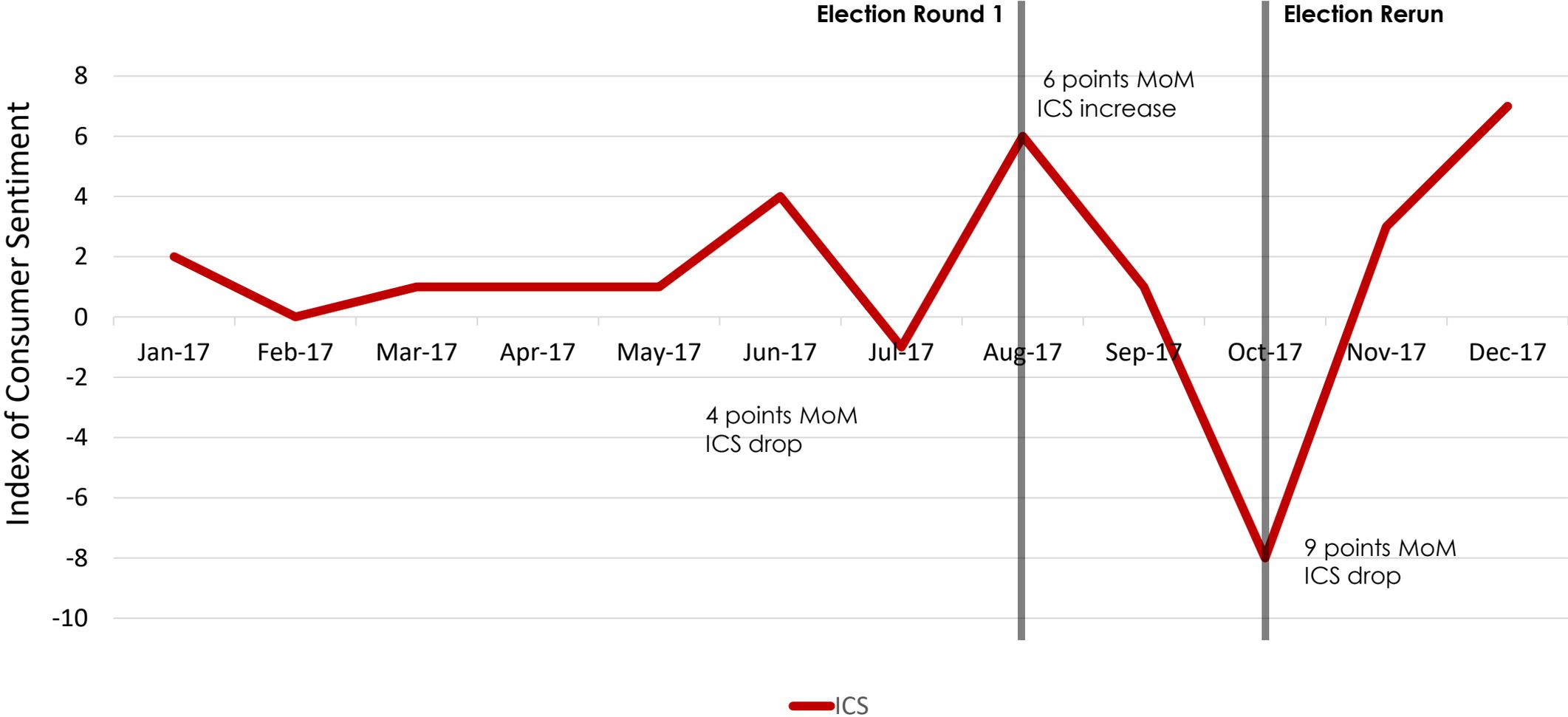
How macro events impact consumer sentiment and their purchase decisions



Source: Kasi Insight

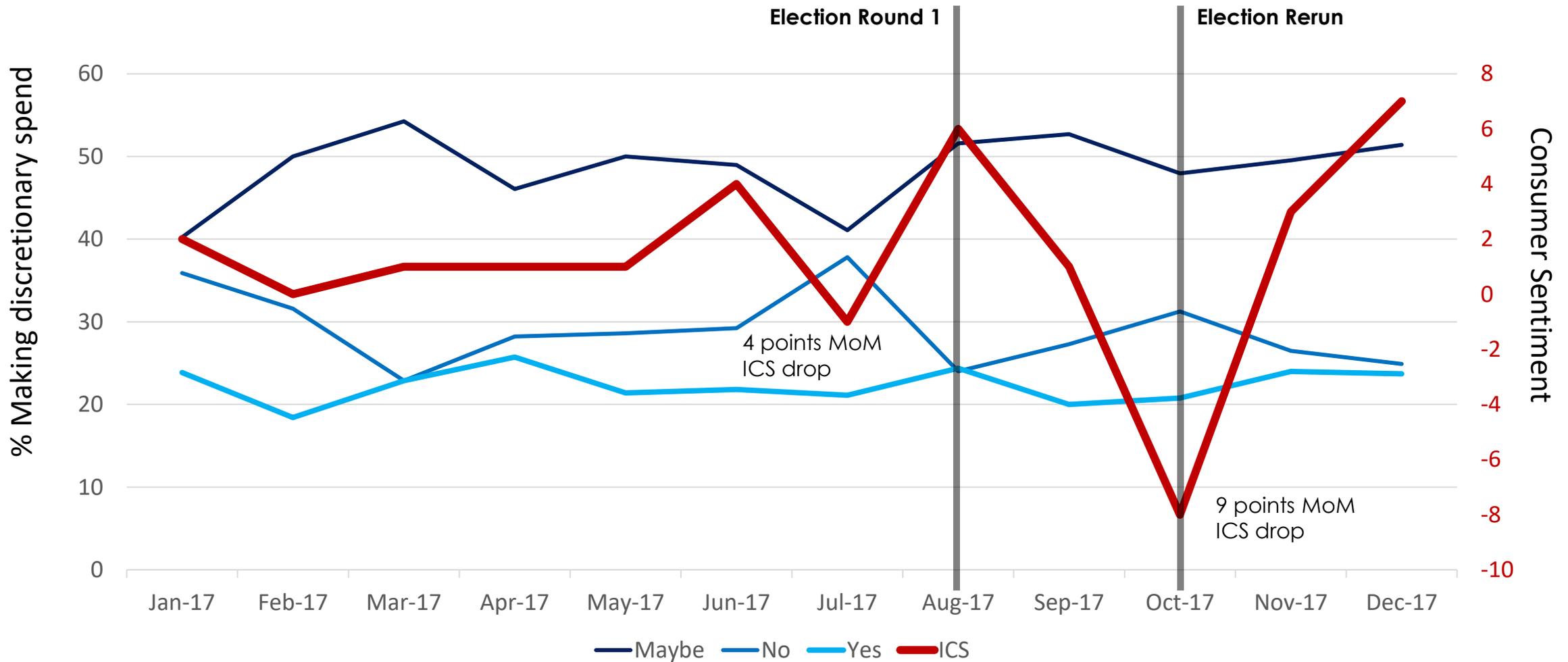
Index of consumer sentiment – Elections uncertainty

Did the election affect how consumers made **decisions on their purchases?**



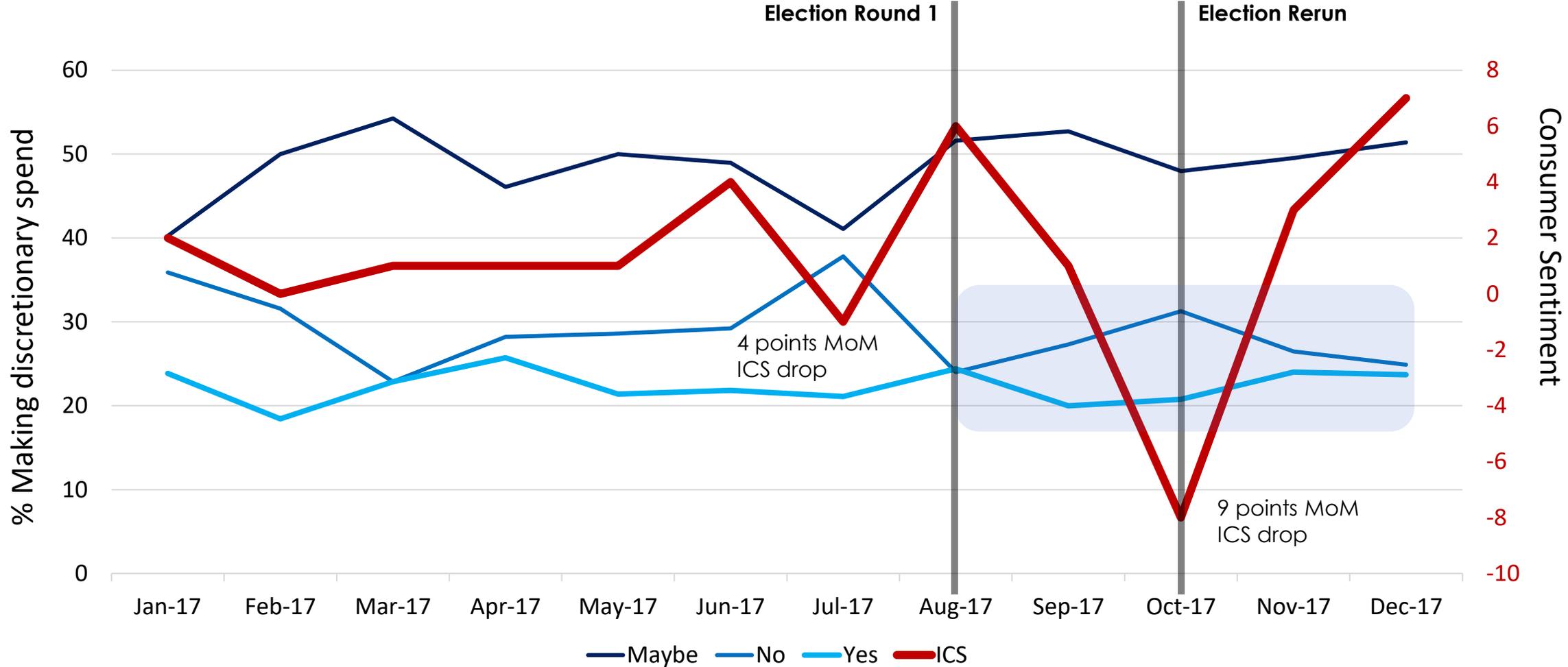
Index of consumer sentiment – Purchase behaviours

Did the election affect how consumers made decisions on their purchases?



Source: Kasi Insight

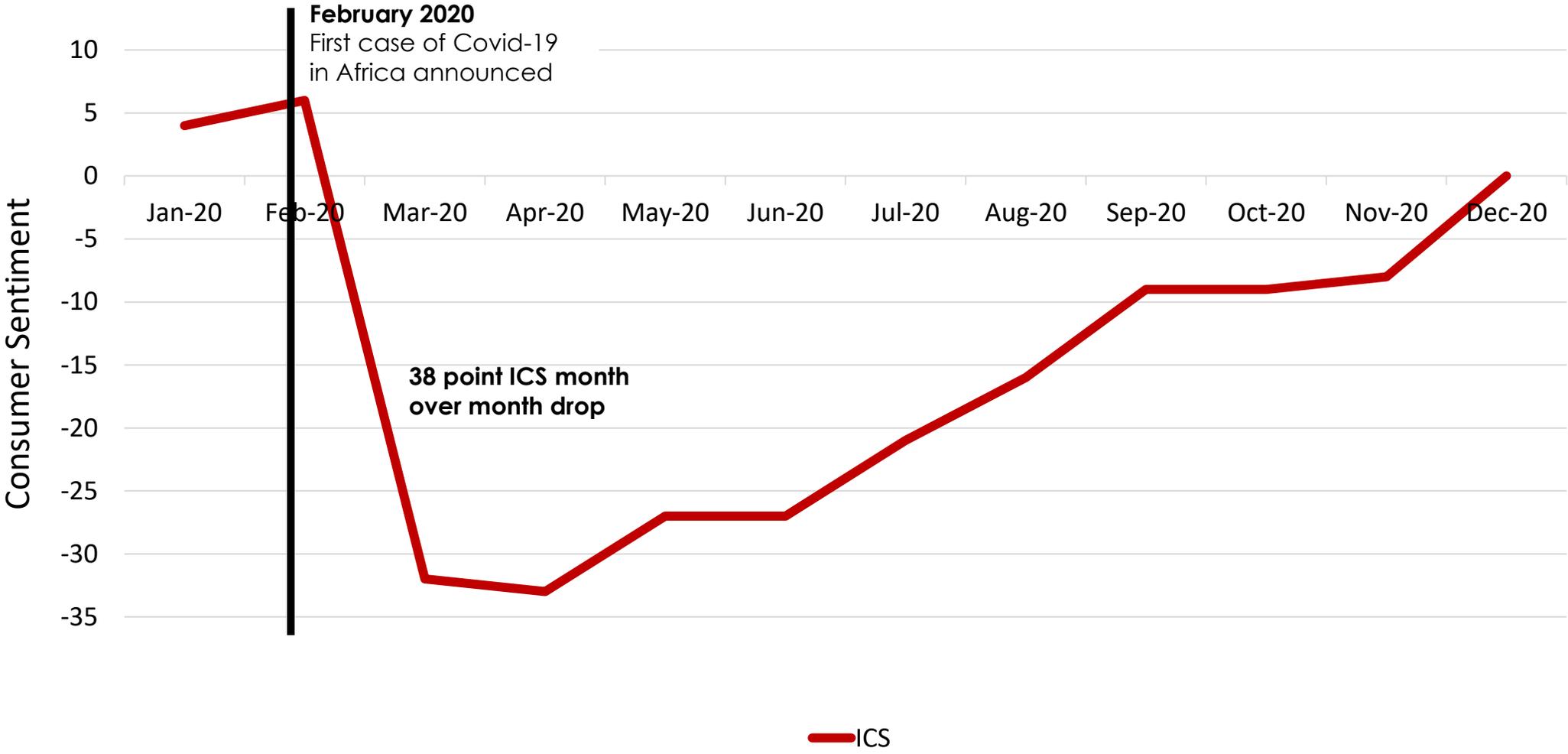
Index of consumer sentiment – Short divergence



Source: Kasi Insight

Index of consumer sentiment – Covid disruption

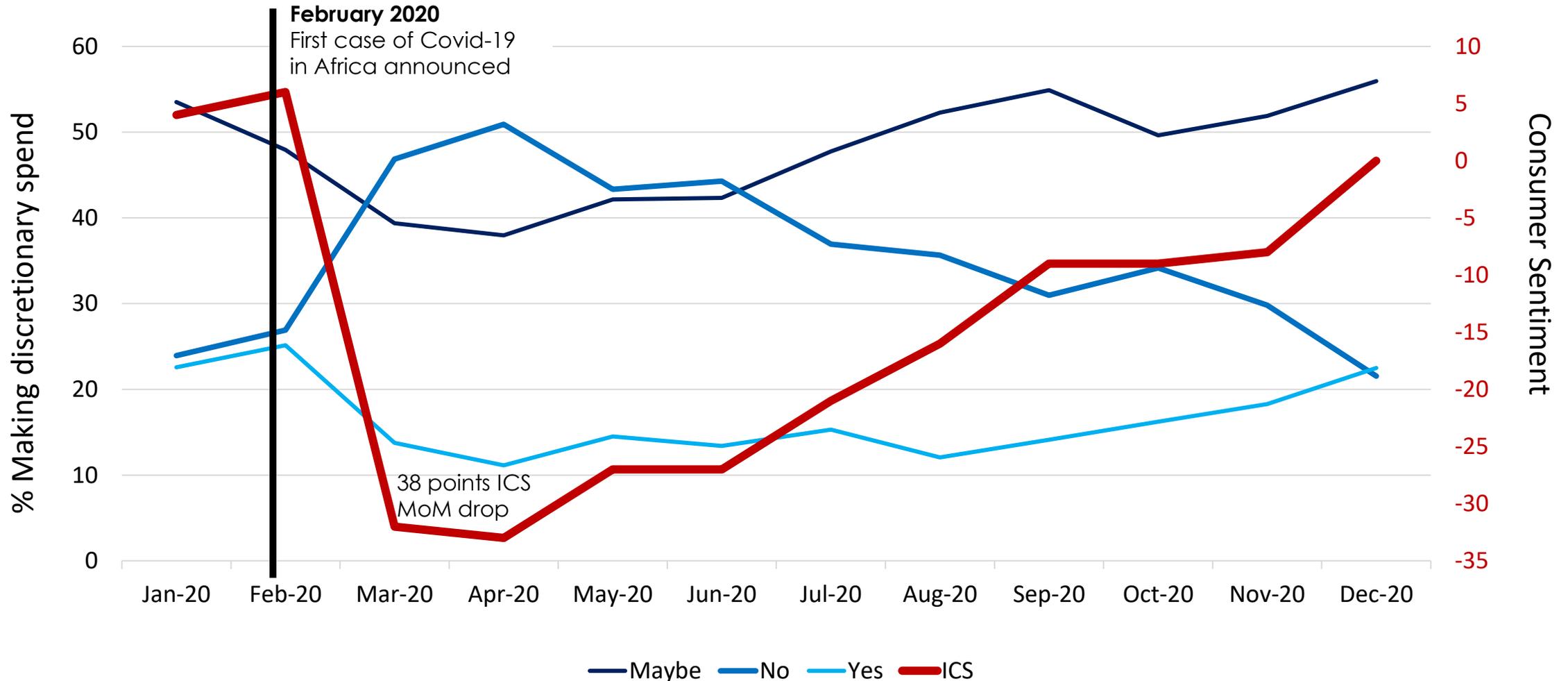
Significant MoM drop, bigger and longer divergence – sharp decline in sales



Source: Kasi Insight

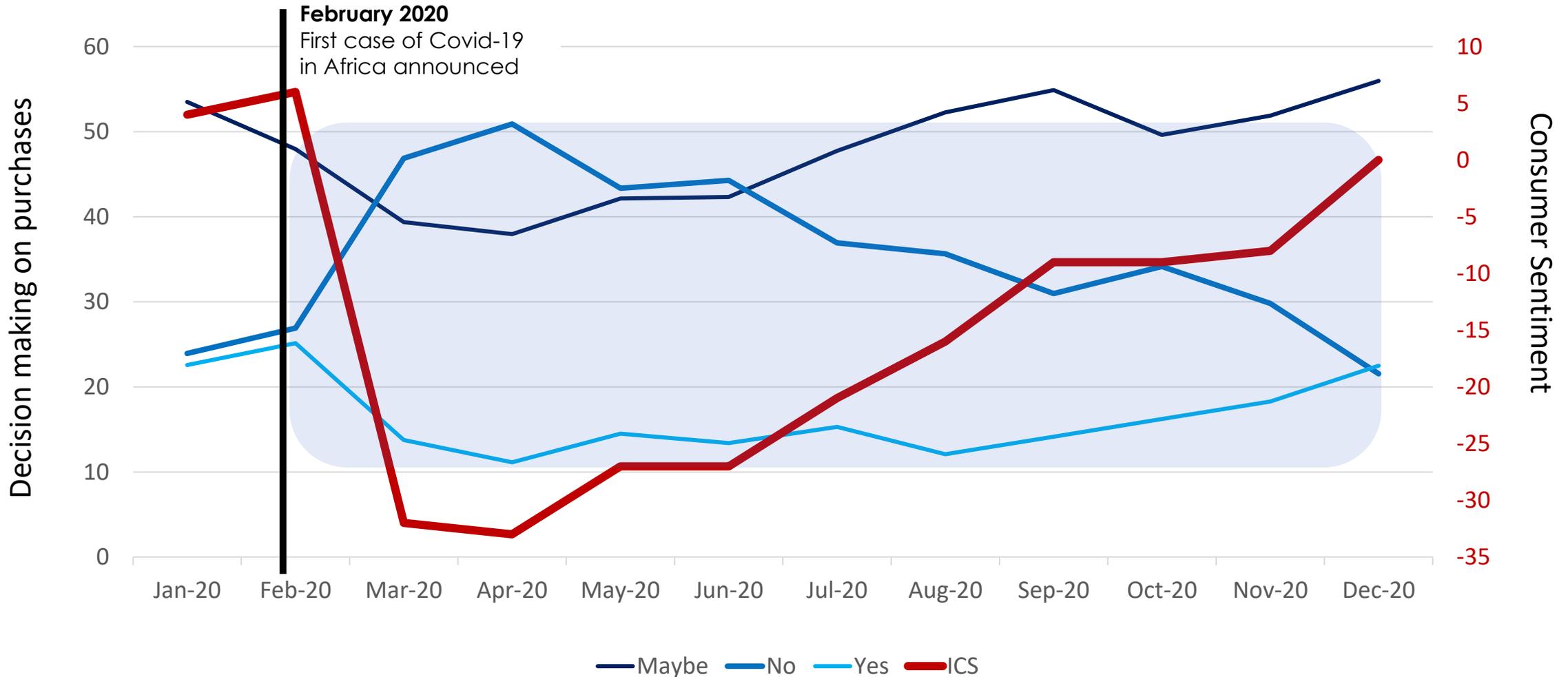
Index of consumer sentiment – Purchase behaviours

Significant 38 points MoM drop, bigger and longer divergence – **sharp decline in sales**



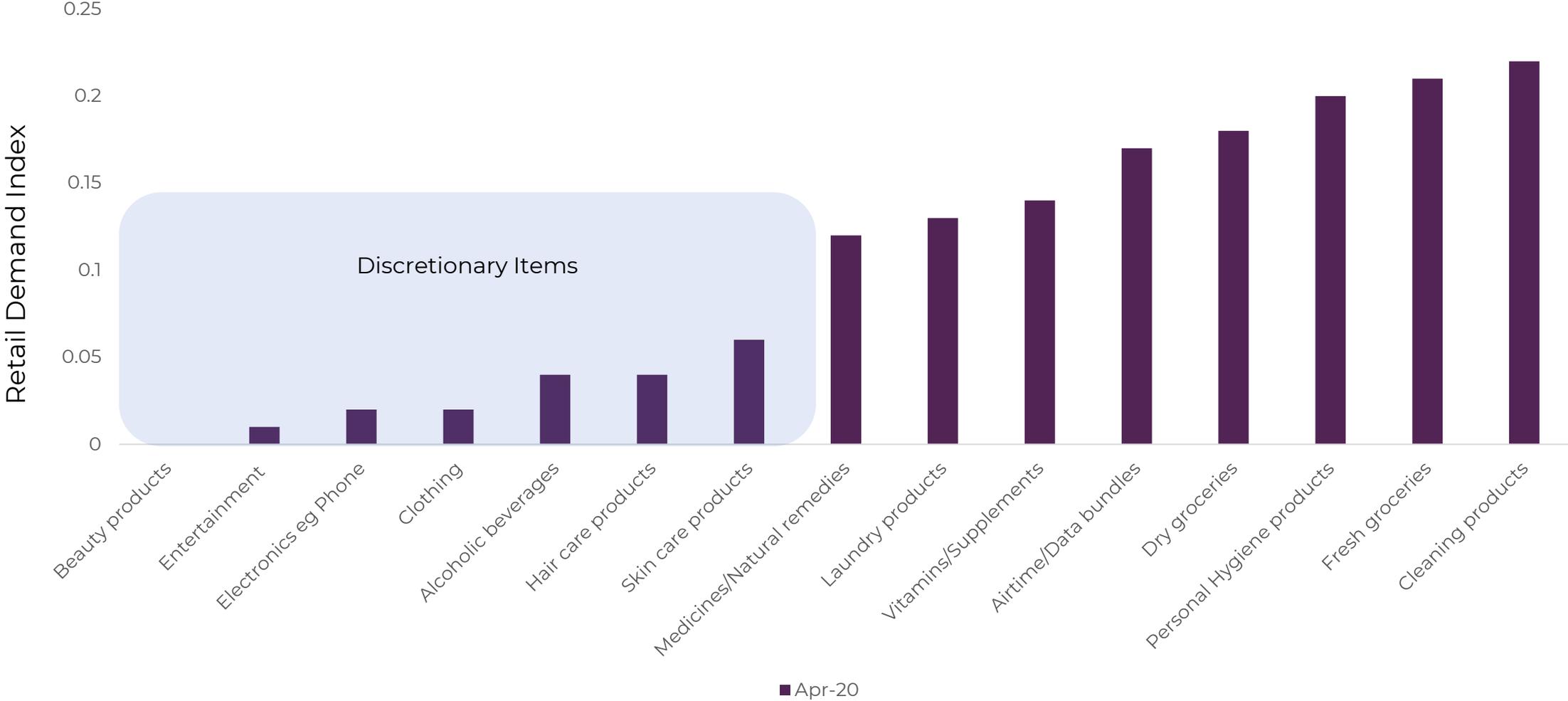
Index of consumer sentiment – Long divergence

Significant MoM drop, bigger and longer divergence – sharp decline in sales



Retail Sales – Near zero for non-essentials

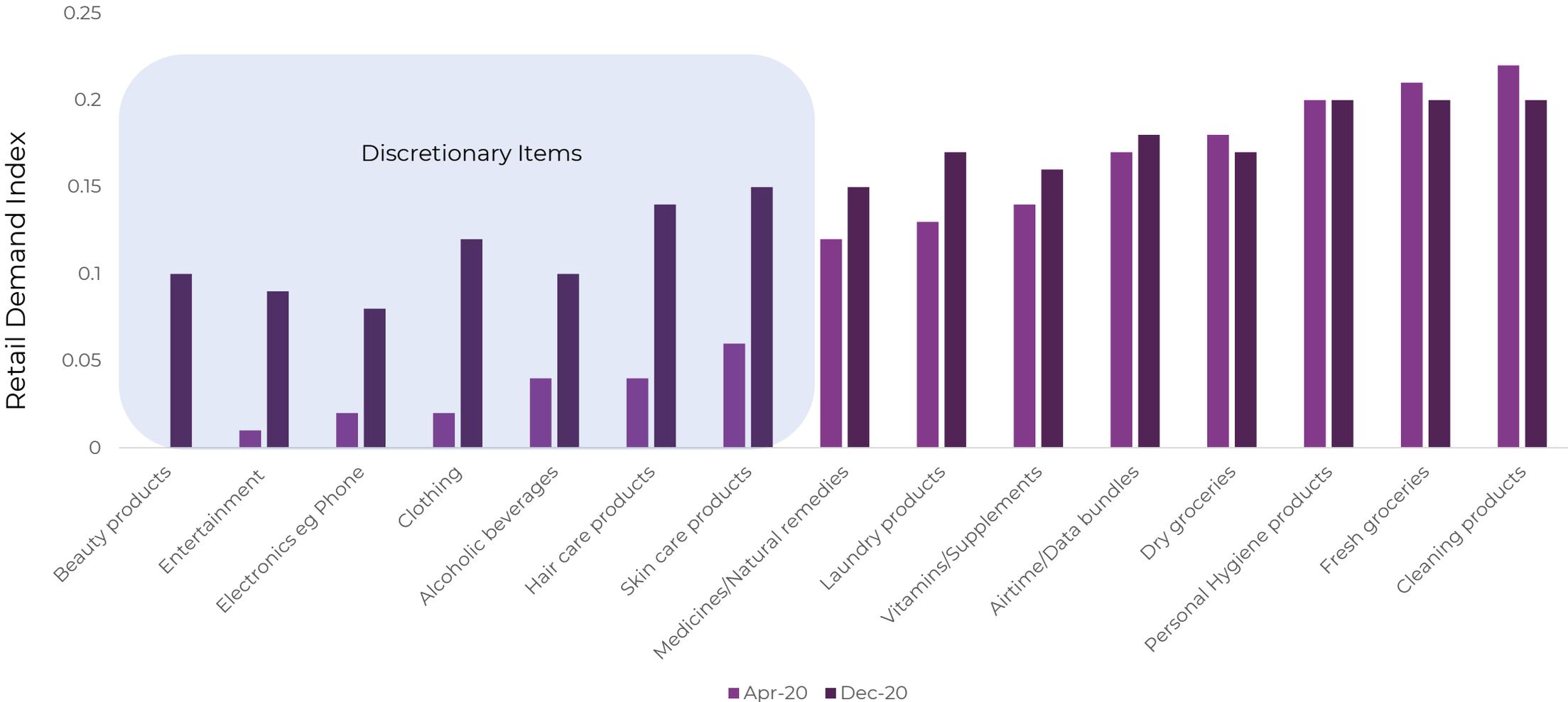
What were consumers spending on during the pandemic?



Source: Kasi Insight

Retail Sales – Near zero for non-essentials

What were consumers spending on during the pandemic?



Source: Kasi Insight

HIGH FREQUENCY RESEARCH MADE FOR AFRICA

Data as scale

Access to over 450+ datasets within 20 countries hub
Navigate index and survey-based data to unlock insights
Client can leverage the data and insights for program planning, execution and evaluation

Intelligence at your fingertips

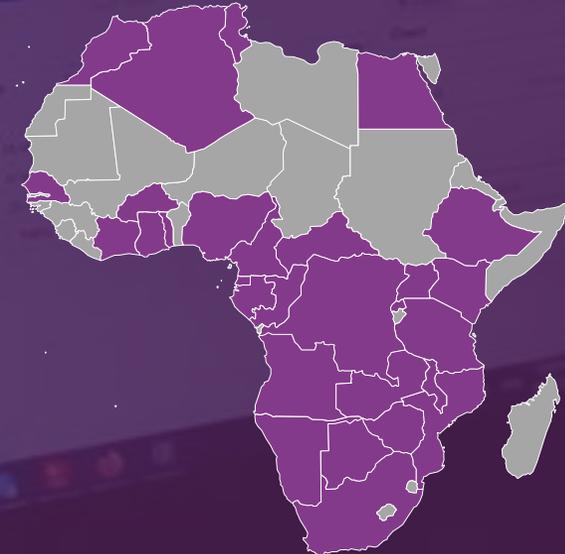
Access to the Kasi Hub with proprietary datasets (from 2016)
All features activated for the first year (Upload, Data Visualization, Sharing/Collaboration)
Access to our analysts to mine data for pitch or for projects

Rapid surveys

Deep dives included semi-annual or quarterly
Survey design, scripting, fieldwork included
PowerPoint presentation with actionable insights

Decision Intelligence Program

Free Demo and Training
Access to our online webinar, training and newsletters
On demand access to workshop for your team



Conducting monthly surveys in:

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

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Our Clients

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



Foreign, Commonwealth
& Development Office



Pernod Ricard



Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



**Business for Africa
and the World**
SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

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