



# Top trends from the Holiday shopping tracker that will help brands in 2021

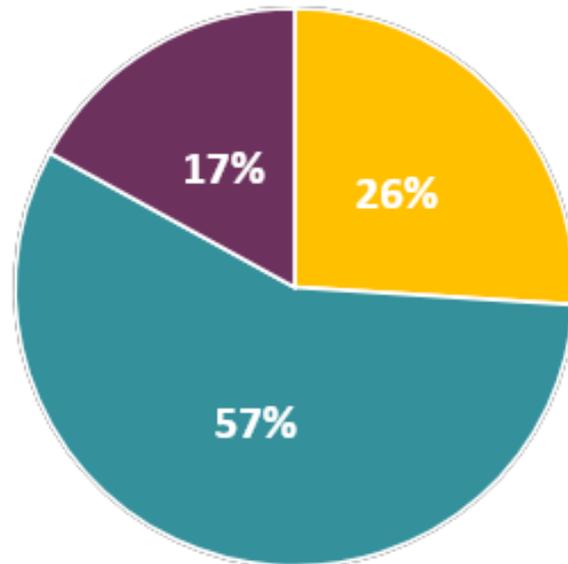
Ghana, Kenya, Nigeria, South Africa & Tanzania

April 2022



# Shopping behaviour is fundamentally different compared to previous years

How different will your Christmas shopping habits be this year compared to previous years



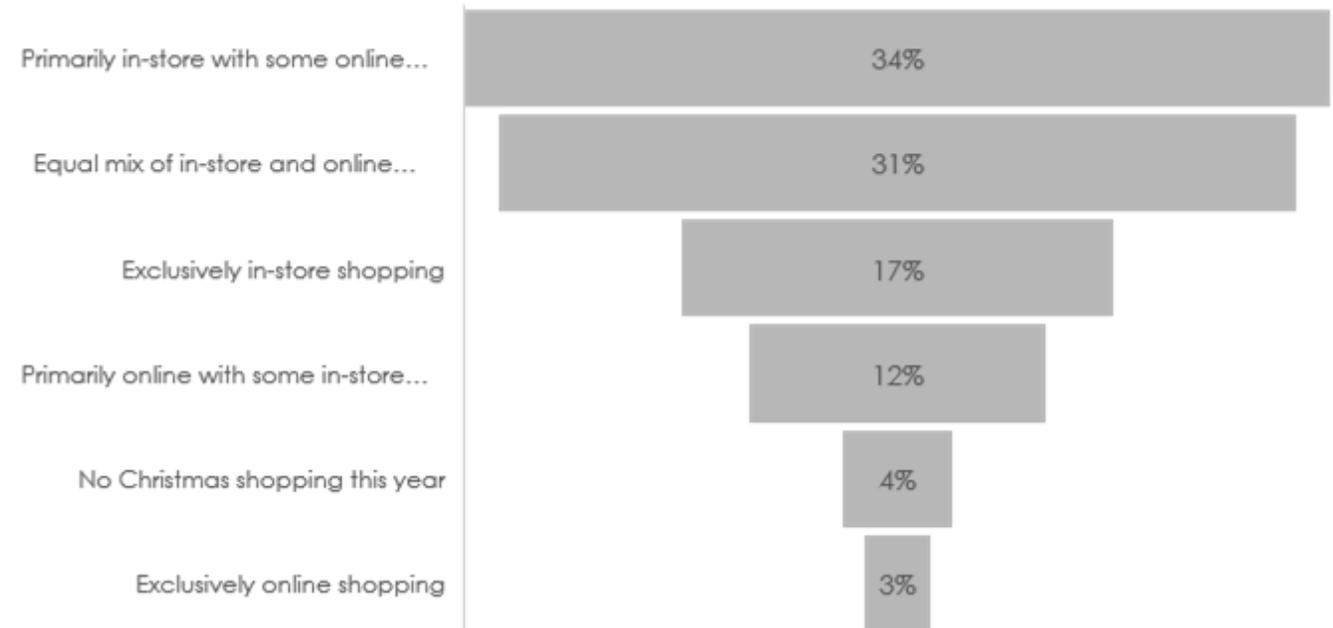
Very different Somewhat different Not at all different

**83%** of respondents believe their holiday shopping will be different compared to previous years

# #1 In-store is still hot but touching cash, not so much

## 2020 Shopping preference

- **With the ongoing pandemic personal health & safety is the primary concern for shoppers.**
- **Brands must promote and develop their online platforms, including click & collect options**



Source: KASI Insight Consumer Intelligence, "2020 Holiday Shopping Survey", Ghana, Kenya, Nigeria, South Africa & Tanzania, CAPI survey, 18+, n= 1,303, Nov 12 – 19, 2020

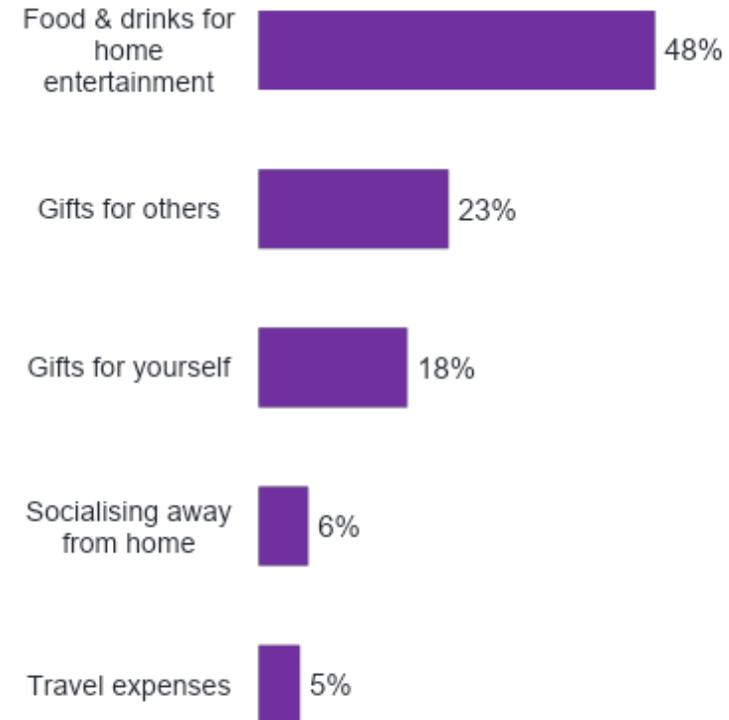
## #2 More problems, less money

- **Customers are more price sensitive due to the financial uncertainties.**
- **Brands need to develop competitive pricing; discounts and offers to sway customers.**



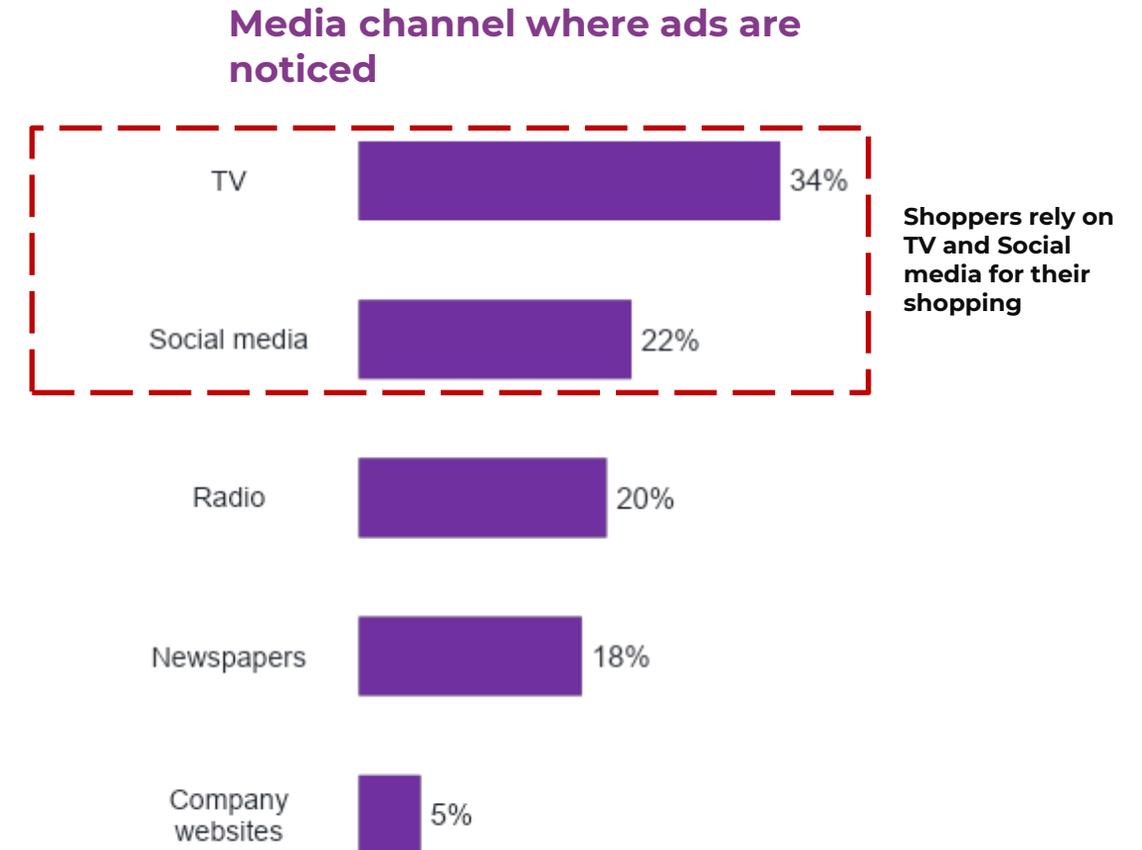
## #3 Redefining essentials

- **Customers are more focused on essentials and necessities.**
- **Brands need to prioritizing meeting the basics customer needs: food and health products.**



## #4 In your multi-channel, prioritize TV

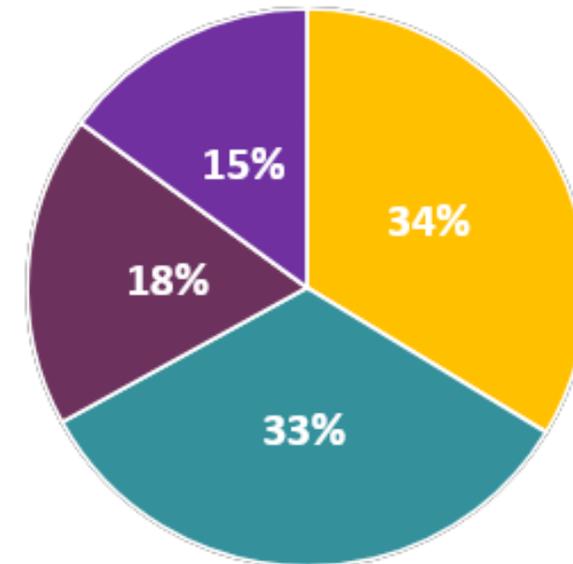
- Brands need to incorporate traditional and digital media to communicate with customers.
- Engage new audiences with social media and retain existing one's traditional media.



## #5 Consumers are still demanding quality

- Customer's do not have the luxury to experiment due to being budget drive.
- The focus is on health therefore quality and price are key consideration.

When doing shopping for Christmas gifts what attribute/s is most important to you



Price Quality Brand Name Convenience

## Our clients

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



Pernod Ricard





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