

GET CONSUMER & MARKET INTELLIGENCE AT SCALE FROM AFRICA

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



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AFRICA IS A BIG MARKET

1.2B

Total Population

50%

Urban residents
by 2025

\$5.6T

Business opportunities
by 2025

\$1.5T

Total GDP

600M

Internet Users

725M

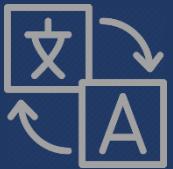
Mobile Users



AFRICA IS NOT A WORLD APART



At least 10 weekly flights from Toronto to Africa



Most African countries speak French or English



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



Hilton Zanzibar | Zanzibar Island (East Africa)

AFRICA IS A \$2.6T CONSUMER MARKET

- 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)



Shoppers in South Africa | Joburg (South Africa)

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)

WHAT IT TAKES TO WIN IN AFRICA

- 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



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 (2025)

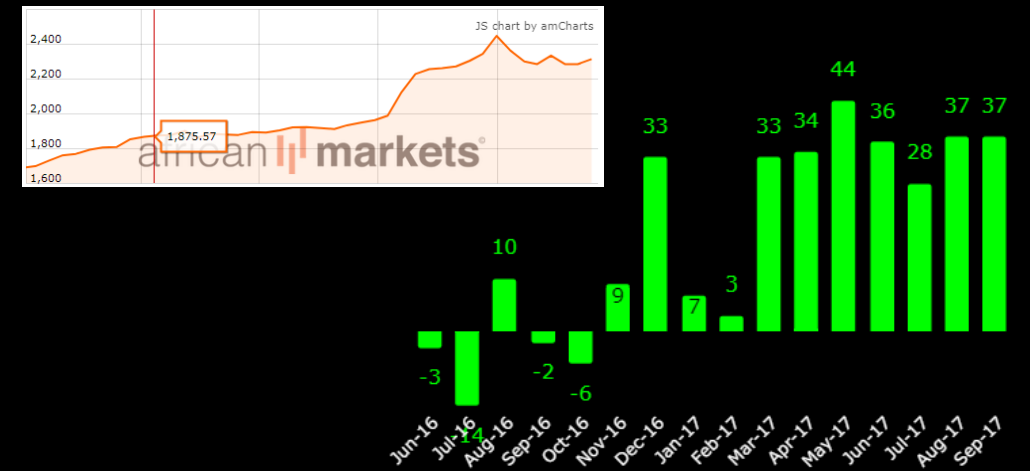
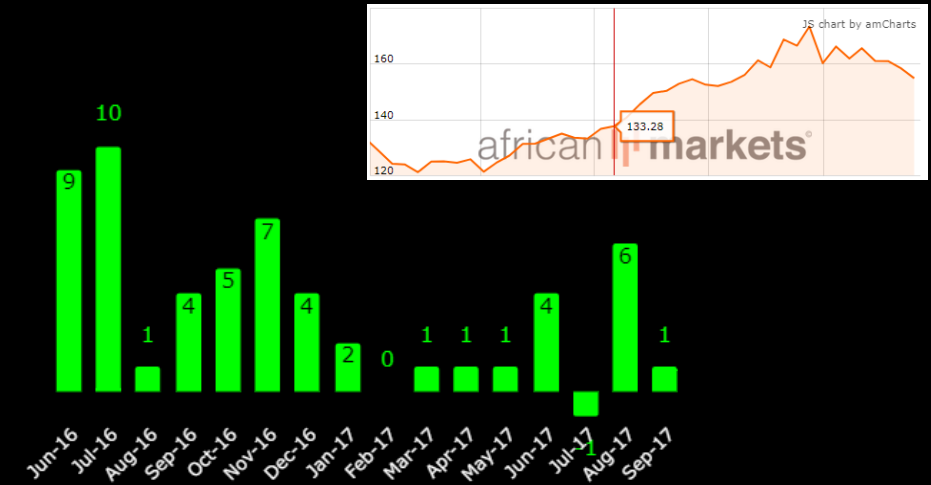
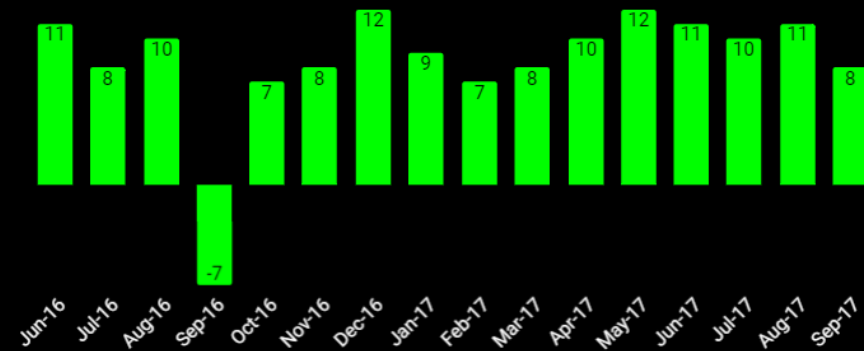


Marrakech Market (Morocco)

INTRODUCTION 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.



LEARN MORE

For more about this presentation and consumer insights on Africa, please email us at info@kasiinsight.com

Sources: McKinsey, GSMA reports

ABOUT KASI INSIGHT

KASI Insight is an award-winning consumer research, data analytics and advisory firm focusing on Africa. We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

KASI Insight is a member of the World association for opinion and market research (ESOMAR). KASI Insight abides by the ESOMAR CODE and ESOMAR World Research Guidelines standards.

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