

News Release

MAY 2019

KASI CONSUMER CONFIDENCE INDEX

GHANA, CAMEROON, IVORY COAST, KENYA, TANZANIA, SOUTH AFRICA & NIGERIA

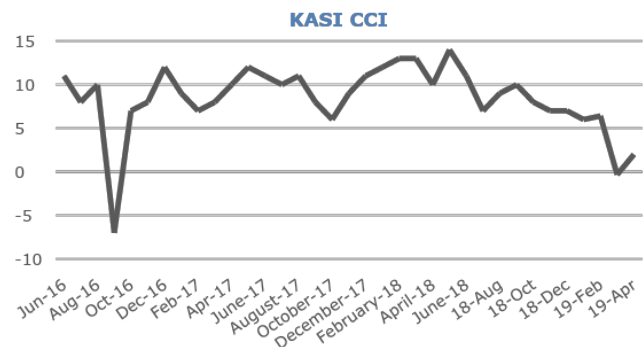
Kenya's Economy Shows Largest Growth in Eight Years in 2018

KEY FINDINGS

KASI CCI slightly up by 2 points

Down 2 points, consumer confidence in current economic conditions continues to fall

Economic expectations rebounds after falling 8 points last month



Individual index scores improved in all countries except for Ivory Coast and Ghana. Ghana's CCI experienced another sharp decline, dropping to a new historic low of -37. Despite Ghana's poor CCI performance, the overall CCI went up from 0 in March to +2 in April.

Down 2 points, consumer confidence in current economic conditions continues to fall

After falling 3 points in March to -14, consumers' confidence in current economic conditions once again fell, by 2 points, to -16 in April. The job prospects sub-index has now declined for four consecutive months, falling slowly from -22 to -28 from January to April of this year. Likewise, confidence in making large purchases has slowly declined in the last two months, falling by 6 points between February and April.

Economic expectations rebounds after falling 8 points last month

Consumers' economic expectations recovered 4 points, reaching +9 in April, after losing 8 points from February to March. April saw slight improvements in all sub-indices measuring consumers' long-term outlook on the economy with the largest gain coming from the sub-index measuring future spending on large purchases.

Ghana records another historic low in CCI

Ghana records another historic low in CCI, at -37 in April, dropping 15 points from last month's CCI and previous historic low of -22. Ghana experienced significant declines in two sub-indices; a decline of 25 points in the sub-index measuring Ghanaians' ability to meet future regular expenses, and a decline of 37 points in the sub-index measuring Ghanaians' ability to make large purchases. The CCI shows that Ghanaians are still recovering from the lasting effects of the banking crisis and recent central bank interventions to meet International Monetary Fund's (IMF) bailout program

requirements ahead of the review held in early April of this year.

Ramaphosa remains South Africa's President

The African National Congress (ANC) has won South Africa's parliamentary elections, extending their 25-year run. The party has remained in power since 1994. Despite this election having 48 parties to choose from, which is the most South Africa has ever had, ANC garnered 57.5 percent of the votes. With an almost certain election outcome, South Africa's pre-election CCI has remained stable, between 0 and -2, from January to April. Next month KASI will release May's CCI, which will show how much South Africans' confidence in the economy has changed with Ramaphosa winning South Africa's election.

Kenya's Economy Shows Largest Growth in Eight Years in 2018

Kenya's gross domestic product (GDP) grew 6.3% in 2018, the fastest pace the economy had expanded since 2010 when it grew by 8.4%. Kenya's GDP growth in 2018 surpassed World Bank's projections of 5.7% and well exceeded growth in 2017 (4.9%). Kenya's CCI reflects the changes in economic growth seen in the past two years. Kenya's CCI averaged +1 in 2017 versus +7 in 2018 which suggested that the economy was significantly improving for Kenyans in 2018. Kenya's government expects growth of over 6 percent in 2019 while World Bank forecasts a growth of 5.7% for Kenya. So far, KASI has recorded an average CCI of +11 for Kenya in 2019, which suggests further improvement to 2018's economic growth in 2019. However, the CCI may fall in the coming months to reflect the droughts currently affecting the country.

CONTACT

KASI Insight

Kyel Governor
Economist
T: +27 73 564 06553
info@kasiinsight.com

Arielle Nkongmeneck
Corporate Communications
T: +416 470 7027
hello@kasiinsight.com

Methodology

KASI Consumer Confidence Score (KASI CCI) is a composite index compiled from a seven-question survey that runs monthly via our consumer polls in the countries covered. The data output is based on a fresh, randomly selected representative sample of city dwellers aged 18-64.

Released the first week of every month, KASI CCI provides a focused view on consumer perceptions in seven African urban centers (Ghana, Nigeria, Kenya, South Africa, Cameroon, Ivory Coast, Tanzania) where most spending in the continent is concentrated.

For each question, the final metric will be a 'balance measure' of the percentage of positive responses minus the percentage of negative responses. The overall metric will be an average across all the questions.

May/ 2019 data were collected 04/18 to 05/06, 2019.

For further information on the KASI CCI survey methodology, please contact info@kasiinsight.com

About KASI Insight

KASI Insight is an award-winning consumer and market intelligence firm that provides reliable data and actionable insights on the largest economies in Africa to the global business community.

Turn the best of the African consumer into a competitive advantage. We engage, question, learn from consumers and market participants in over 10 markets in Africa to uncover what success means to them in order to help your company take a leadership position in these markets.

With our consumer indices, we provide greater visibilities into the economic realities of Africa.

If you prefer not to receive news releases from KASI, please email hello@kasiinsight.com

To read our privacy policy, click [here](#).

Disclaimer

While KASI Insight Inc. ("KASI") believes that the information contained herein (the "Information") is accurate and complete, the Information is provided on an "as is" and "as available basis" without warranties, conditions or representations of any kind. KASI expressly disclaims, to the fullest extent permitted by applicable law, any warranty or condition, express or implied, statutory or otherwise, whether arising from trade or course of dealing, including, without limitation, any warranty that the Information (a) is accurate, reliable or complete, (b) is of merchantable quality, (c) is fit for a particular purpose, or (d) does not and shall not infringe any patent, trademark, trade secret or other intellectual property or other proprietary right of any third party.

KASI explicitly states that it does not offer advice or recommendations concerning the Information. KASI shall not be liable or responsible for (a) any errors or omissions in the Information, (b) the results obtained from the use of the Information, (c) for any decision made, action taken, or failure to act in reliance on, or other use of, the Information.

The Information is for general purposes only. For greater certainty, KASI is not an investment advisory service, is not an investment adviser, and does not provide personalized investment/financial advice or act as an investment/ financial advisor. KASI shall not be liable for investment decisions which may be based on the Information.