




# Africa's most attractive grocery retail markets

**Ben Longman, Managing Director, Trendtype**

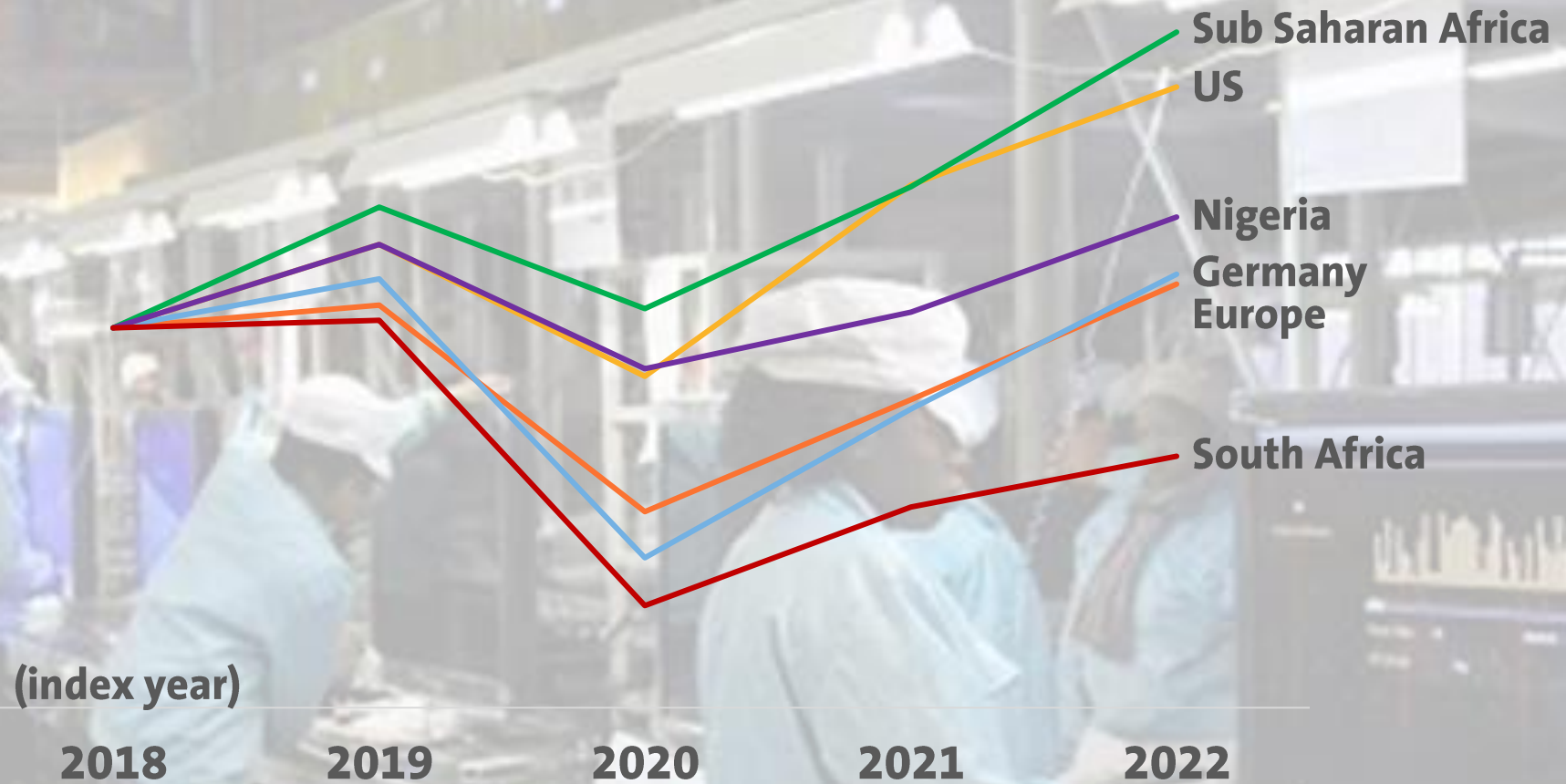
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# The opportunity



HYPNOTISM  
HOW TO INDUCE A  
PERSON TO JUMP  
OFF A CLIFF.

# Economic growth



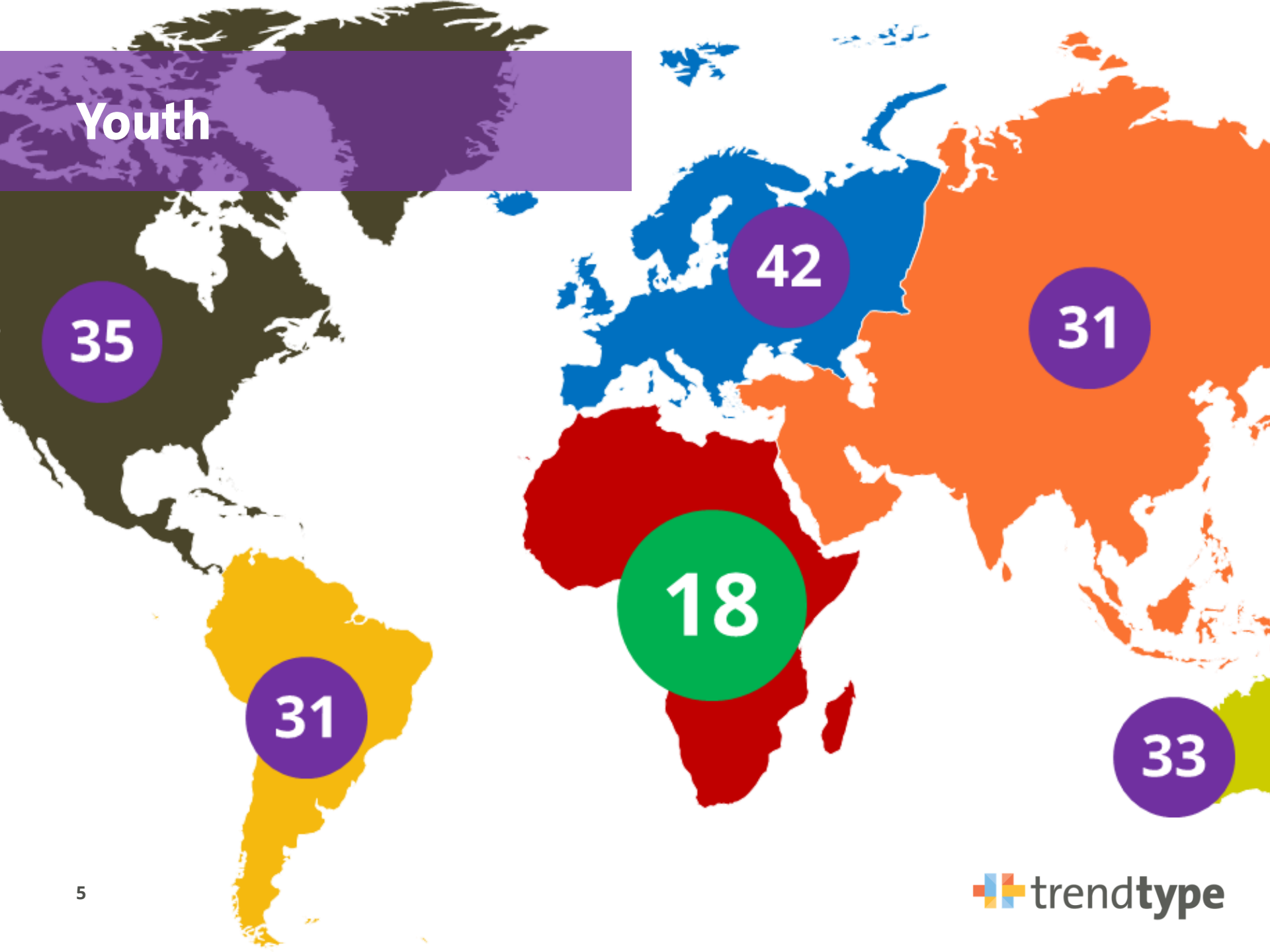
Annual GDP growth 2019-2022; Source: IMF



# The population engine

	Extra people 2020>2050	% world population 2050
<b>Africa</b>	<b>+1,232m</b>	<b>26%</b>
<b>Asia</b>	<b>+657m</b>	<b>54%</b>
<b>Europe</b>	<b>-41m</b>	<b>7%</b>
<b>LATAM</b>	<b>+111m</b>	<b>8%</b>
<b>N America</b>	<b>+59m</b>	<b>4%</b>
<b>Oceania</b>	<b>+16m</b>	<b>1%</b>

Youth



# Urbanisation



# Changing lifestyles

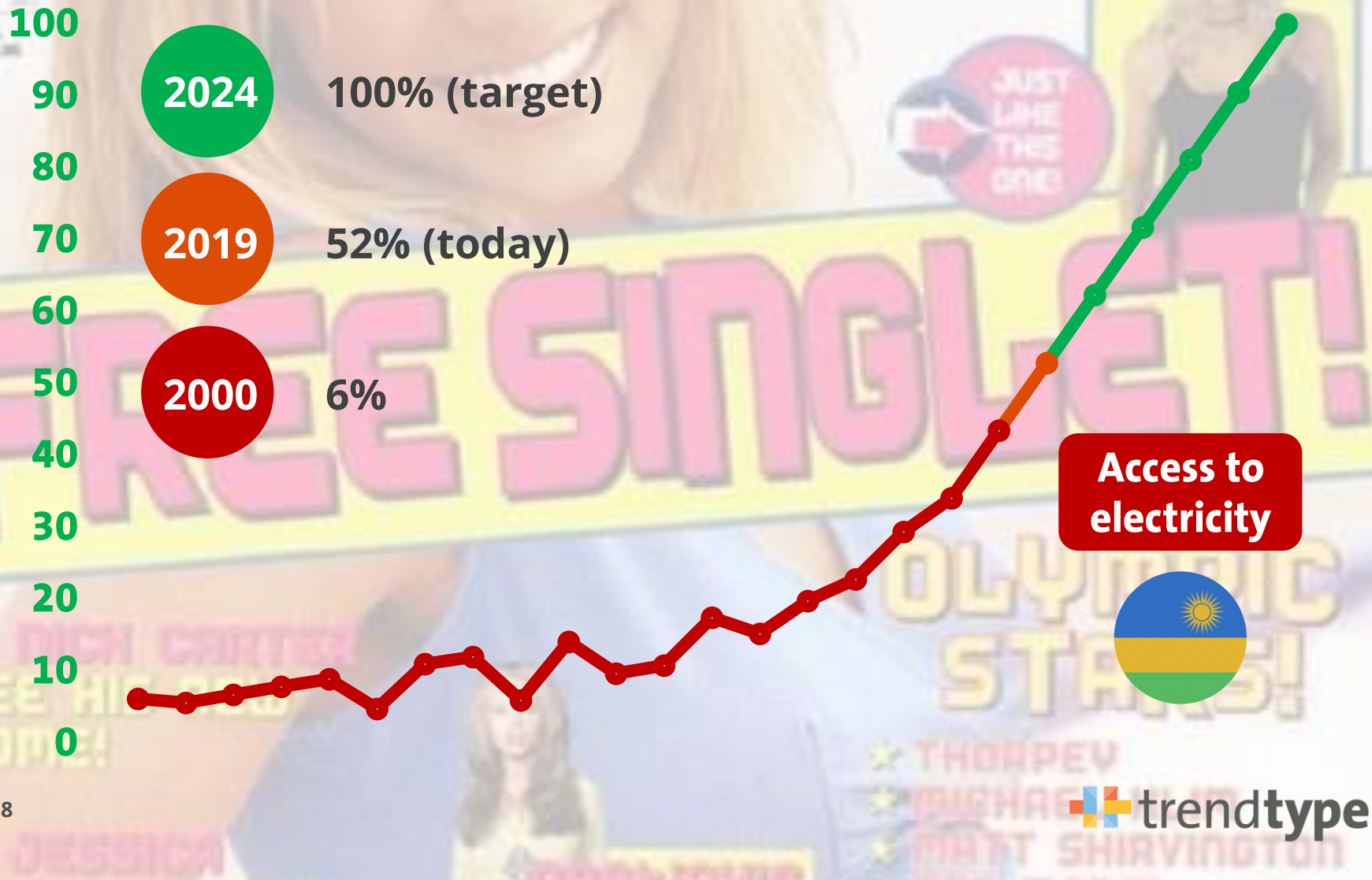


## Key to trends

- |  |  |   |
|--|--|---|
| <span style="color: blue;">■</span> Technology & Disruption      | <span style="color: green;">■</span> Growth & Diversification    | <span style="color: purple;">■</span> Changing Society  |
| <span style="color: yellow;">■</span> Integration & Connectivity | <span style="color: grey;">■</span> Emerging Consumer Lifestyles | <span style="color: brown;">■</span> Culture & Politics |
| <span style="color: red;">■</span> Infrastructure and Cohesion   | <span style="color: orange;">■</span> Consumer Landscapes        |   |
| <span style="color: blue;">■</span> Transitioning Economies      |  |   |



# Living standards





# Disruption



Transport

Utilities

Supply  
chain

Payment

Comms

Education

# The top 10

## GDP \$ (2025)

**Nigeria**  
**South Africa**  
**Kenya**  
**Ethiopia**  
**Côte d'Ivoire**  
**Tanzania**  
**Ghana**  
**Angola**  
**DRC**  
**Uganda**

## GDP growth (to 2025)

**Nigeria**  
**Senegal**  
**Niger**  
**Benin**  
**Côte d'Ivoire**  
**Seychelles**  
**Uganda**  
**The Gambia**  
**S. Tomé & Pr.**  
**Burkina Faso**

## Ease of doing business

**Mauritius**  
**Rwanda**  
**Morocco**  
**Kenya**  
**Tunisia**  
**South Africa**  
**Zambia**  
**Botswana**  
**Togo**  
**Seychelles**

## What we get asked about

**Nigeria**  
**South Africa**  
**Kenya**  
**Angola**  
**Ghana**  
**Morocco**  
**Tanzania**  
**Senegal**  
**Gabon**  
**DRC**

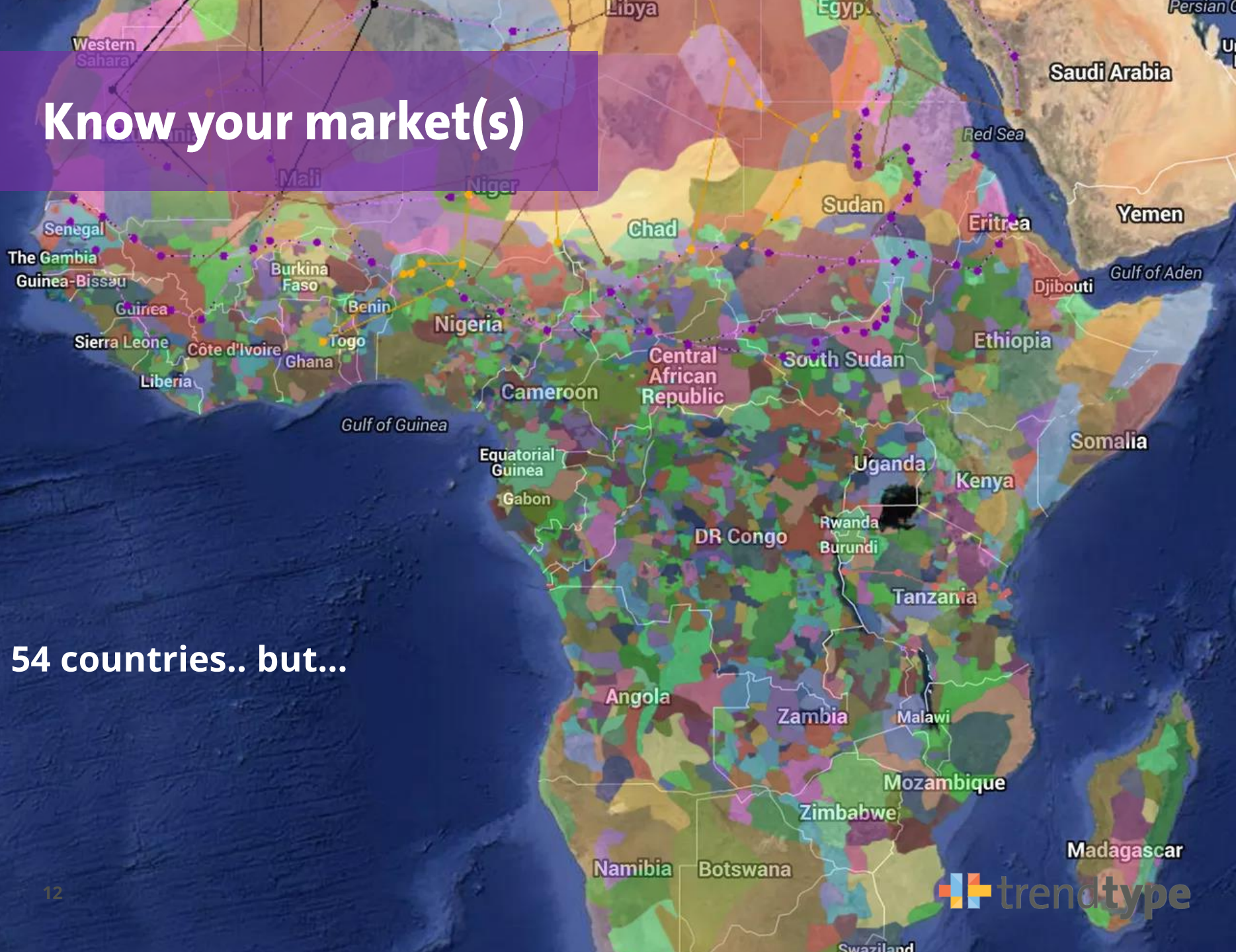


A photograph of a dirt road in a tropical setting. A large landslide of reddish-brown earth has partially blocked the road. A person stands on the left side of the road, looking towards a yellow truck that is stuck in the mud further ahead. The background shows lush green vegetation and hills under a cloudy sky.

.. but ..



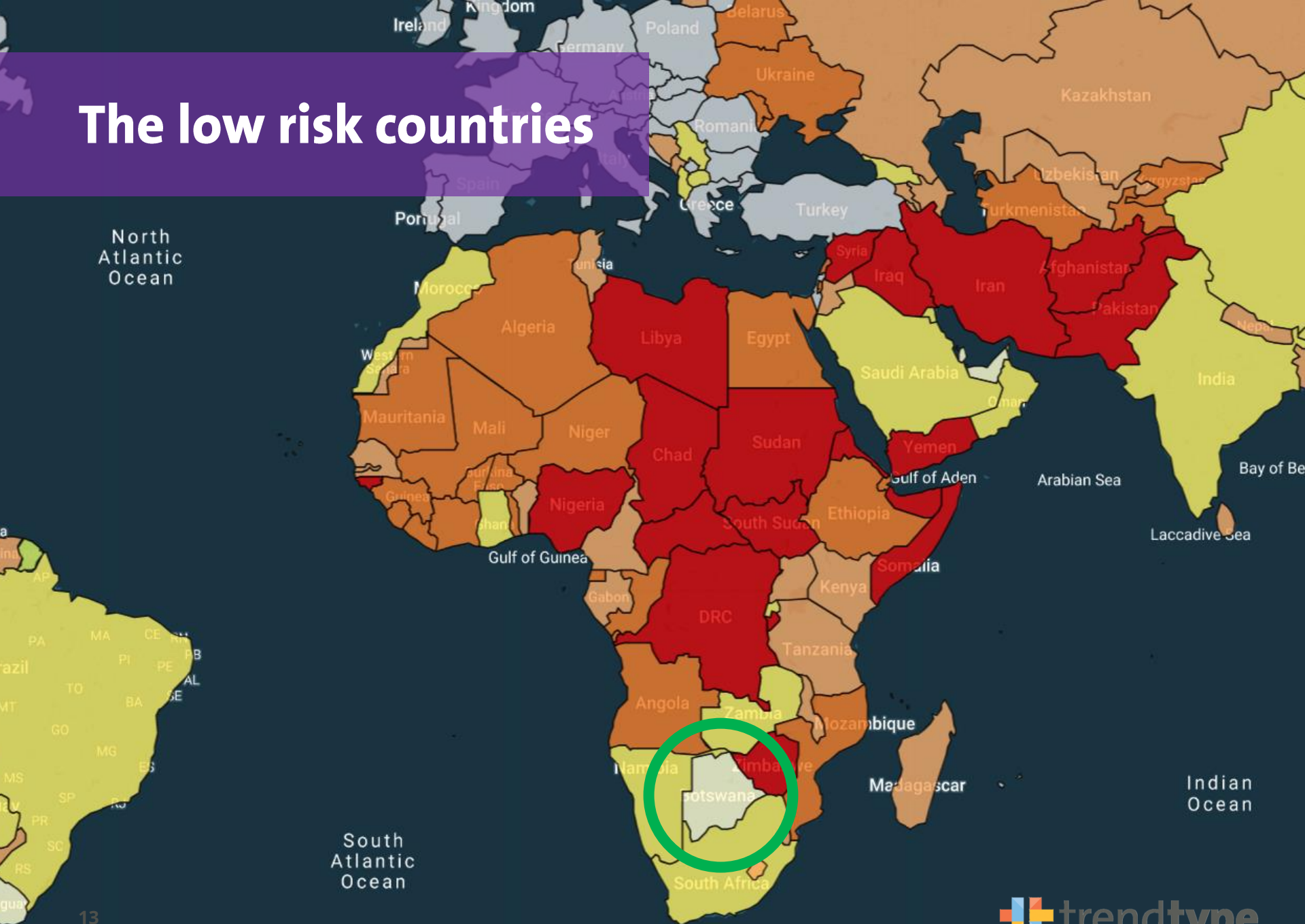
# Know your market(s)



54 countries.. but...



# The low risk countries



# Main risks

## Obvious risks



**Political**



**Economic**

## Hidden risks



**FX**



**Supply chain**



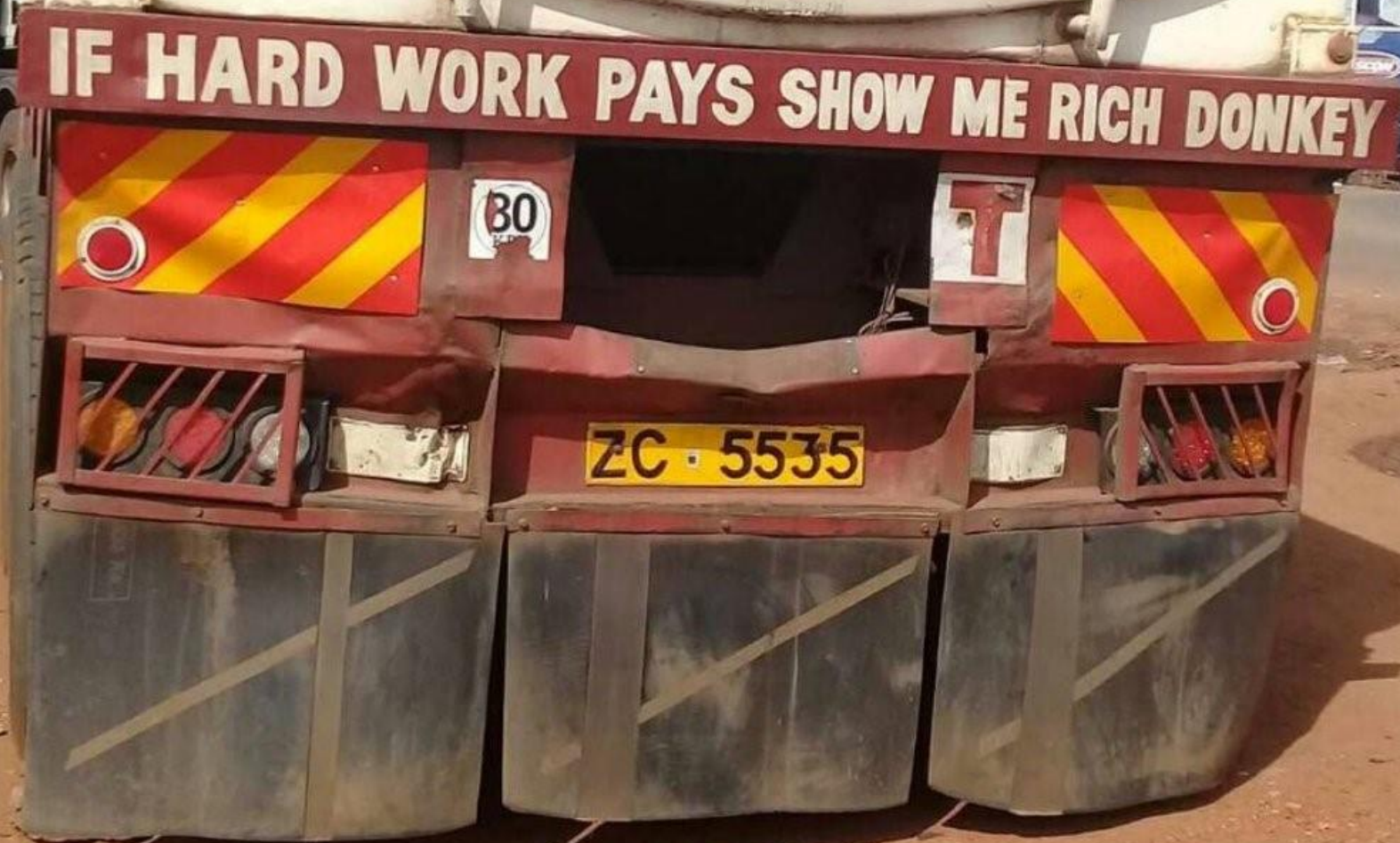
**Doing business**



**Legal**



# How to win



## **\*Local\* strategy**

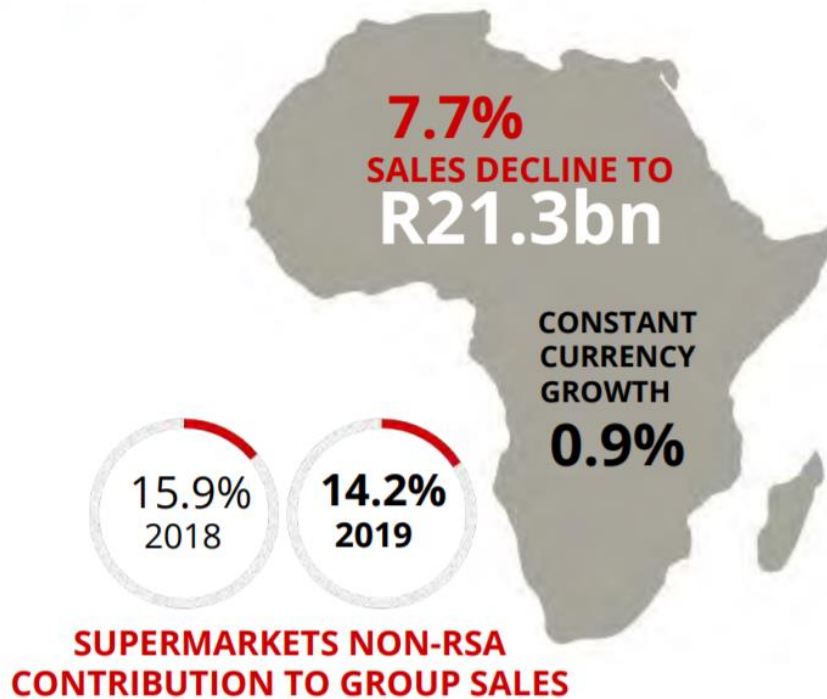
- **“here is what head office thinks”**
- **Insight is more important than measurement**
- **Freetown (SL) is nearer Bilbao than Cape Town**



# The effects of FX



## SUPERMARKETS NON-RSA




 Zambia

 Angola

 Namibia

 Nigeria

 Mozambique

SALES  
GROWTH  
(ZAR)

CONSTANT  
CURRENCY  
GROWTH

+0.4%

+10.1%

-38.4%

-12.2%

+3.9%

+3.9%

-0.0%

+5.6%

+7.8%

-1.0%

# Think like a bank robber

- **How to get in quickly**
- **How to maximise the opportunity**
- **How to exit your cash**



**Commit to your distributor**

**“We love these guys –  
when we ask for support  
we get it”**



መሠረት ደፋር  
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ቤተሰብ ምርጫ



ካንቤቤ ዳይፐር እዚህ ይገኛል







**It seems obvious, but**

**You are moving product**

**^ This determines**

- **your \*accessible\* market**
- **distributor risks, costs and pricing**
- **out of stocks and lead times**
- **other “bear trap” complexities**



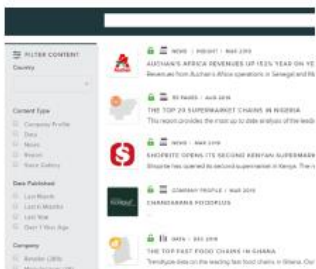
# Want to know more?

**Ben Longman, Managing Director**

**[www.trendtype.com](http://www.trendtype.com)**

**[info@trendtype.com](mailto:info@trendtype.com)**

## Actionable Insight



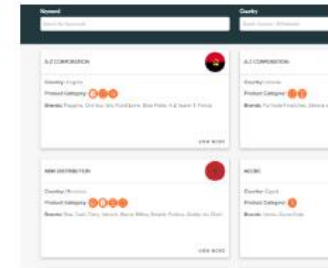
## Consumer Trends



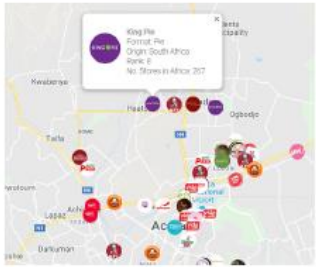
## Key Supermarket Chains



## Distributor Profiles



## Track QSR Chains



## Market Data



## Route to Market Strategy



## Contact Us

**Phone** +44 01202 843346  
**Email** [info@trendtype.com](mailto:info@trendtype.com)  
**Internet** [trendtype.com](http://trendtype.com)  
**Twitter** @trendtype

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