



Euromonitor
International

Affordability, Value and the Cost of Living: Spotlight on Sub-Saharan Africa

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Key findings

Sub-Saharan Africa as a business frontier for affordability and value

Which consumer markets to explore

THE COST-OF-LIVING CRISIS IS FAR FROM OVER

Young consumers and the cost-of-living challenge in Africa

Airtel Africa servicing the expanding youth cohort

Jumia in Africa, taking the road less travelled

Forging partnerships to secure the way forward

VALUE IS MORE THAN JUST A NICE PRICE

Determining value in a highly cost-conscious market

Shoprite winning with localized retail solutions approach

Nile Marketplace: Connecting fresh produce producers, buyers and sellers

Building brand loyalty through localisation

LEVERAGING TECHNOLOGY FOR AFFORDABILITY AND VALUE

How digital solutions are breaking down barriers

Safaricom expands its M- Pesa mobile money services

BuuPass streamlining transport by leveraging technology

Utilizing tech-driven solutions as an enabler for affordability and value

CONCLUSION

Key findings

Sub-Saharan Africa in Focus: How to win

Consumer landscape in Sub-Saharan Africa in 2040

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/affordability-value-and-the-cost-of-living-spotlight-on-sub-saharan-africa/report.