DESPITE PERSISTENT CRISES, SUB-SAHARAN AFRICA PRESENTS OPPORTUNITIES IN THE 2025 TIME-FRAME

JUNE 2016



Commodity producing countries are the most affected



Precarious business climate and political constraints





Private consumption is a driver for recovery

STRONG POTENTIAL FOR PRIVATE CONSUMPTION

BASED ON 2 CRITERIA |

4 COUNTRIES OFFER OPPORTUNITIES TO BUSINESSES IN 2 SECTORS

NIGERIA, ANGOLA, GHANA AND SOUTH AFRICA

DEMOGRAPHICS



Market size: the most populated countries are economically interesting





RETAIL



Proportion of dependent population should fall over the next 10 years

IDENTIFIED AS HAVING HIGH POTENTIAL CONSUMER

MARKETS

Development of infrastructures:



50%

Urban population will exceed this level by 2025



More income, more infrastructures

South Africa ranked 6th in the world, in terms of the number of shopping centres







Final consumption per inhabitant



GDP growth: determining factor for employment & income evolution



ITC*: DEMAND AND HIGH POTENTIAL MARKET





Rapid growth of services accessible via mobile devices





GDP level per inhabitant : indicator of the countries' medium-term wealth



