



African Youths

MEET THE 15-24 YEAR-OLDS
WITH **IPSOS AFRICAP**

Ipsos





EVENT
IPSOS AFRICAP

African Youths

24th May 2016

At Musée DAPPER (Paris)

WHAT OPPORTUNITIES
AND CHALLENGES FOR BRANDS
IN AFRICA?

Africa has the world's youngest population. Young people account for 60% of the continent's population. More specifically, there are 220 million young people aged 15-24 in Africa. According to a UNESCO forecast, there will be 350 million in 2030. These 15-24 year-olds play a key role: they want to educate themselves, work, consume, have fun, and enjoy readily available electricity and Internet service.

Present in more than twenty African countries and in France via Ipsos Africap, its representative office, Ipsos wishes to shed light on the aspirations of African youths.

Event in partnership with



GAME CHANGERS



EDITO

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These 15-24 year-olds play a key role: they want to educate themselves, work, consume, have fun, and enjoy readily available electricity and Internet service. **One in five has already bought a product or service using a mobile phone.** In the most high-tech African cities, demand from 15-24 year-olds is stimulating modern retail growth and sales of branded products.

These young people possess incredible potential for consuming new products, forming new habits and adopting new lifestyles. **They have also demonstrated a remarkable entrepreneurial spirit and openness to new technologies, factors that are expected to boost economic activity and innovation.**

Whether they are young managers, students, business owners, workers in the informal sector or farmers, they are better educated, more demanding and more aware than their elders. **In an Africa caught between modernity**

and tradition, they are helping to change the continent and determine its future.

One of the biggest challenges is employment. Each year more than 11 million young people enter the job market in Sub-Saharan Africa. In the coming decade, the OECD estimates that 50 million jobs will need to be created to ensure a positive outcome. With difficult daily lives that often disrupt their plans, these young Africans embody all of the opportunities and challenges Africa will face in the next ten years.

Why should we believe in Africa's young people? Precisely because their ambition, energy and confidence in the future have reached a level that is hard to find elsewhere.

Florence de Bigault

CEO Ipsos Africap

African Customers and Markets

IPSOS AFRICAP
present



Africa has the highest concentration
of young people on the planet.

220 million
Africans are between
15 and 24 years old.

They will be
350 millions

Source:
Data Unesco 2013



22%

of the 15-24 year-olds report being
influenced by social networks
in purchase decisions



**WHAT DO
THEY CONSUME?**



46%
of young Africans aged
from 15 to 24 have at least
2 euros per day

**The 15-24
year-olds**
represent

20% of the African
population | **37%**
of the working
population

Source:
Data Unesco 2013



**WHO
ARE THEY?**

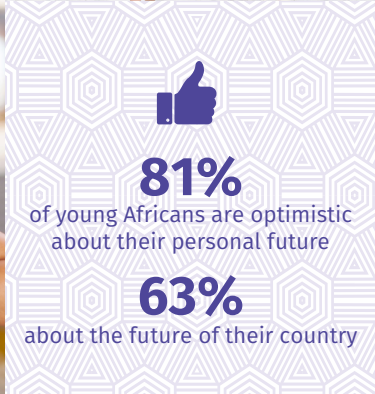
The main concerns
of young Africans are:

Unemployment	69%
The cost of living increase	63%
Corruption	59%



The first African Youth
expenditure items are

Food & Beverage	43%
Clothing	38%
Communication	33%



81%
of young Africans are optimistic
about their personal future

63%
about the future of their country



34%
of urban young people
regularly go to trade centers
and supermarkets



**WHICH BRANDS
INSPIRE THEM?**

French brands
are preferred by

49% of young Ivorians	30% of young Senegalese
vs. only 2% of young Nigerians and South Africans	



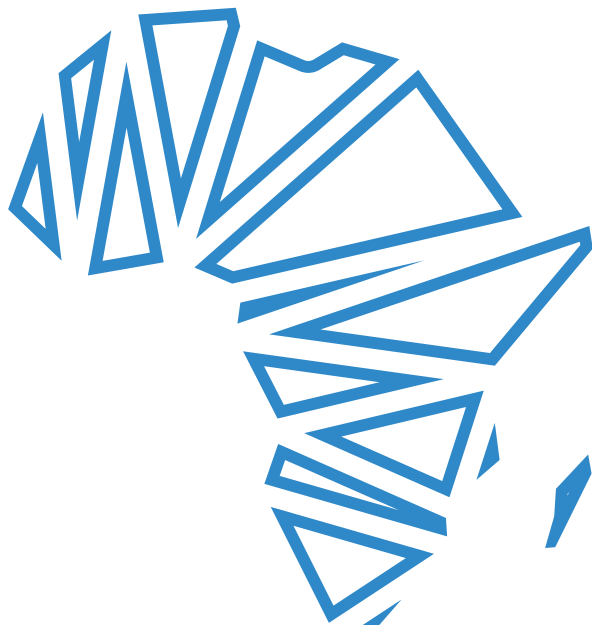
12%
of Africans aged from 20 to 24
work for themselves



Young Africans spend an average of
2:20 hours
per day on the Internet
and social networks

young Moroccans spend up to
3:15 hours daily





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