



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*



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

**20%**  
of the African population

**37%**  
of the working population

Source:  
*Data Unesco 2013*



The main concerns of young Africans are:

Unemployment **69%**

The cost of living increase **63%**

Corruption **59%**



**81%**  
of young Africans are optimistic about their personal future

**63%**  
about the future of their country



**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**

**22%**  
of the 15-24 year-olds report being influenced by social networks in purchase decisions



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



The first African Youth expenditure items are

Food & Beverage **43%**

Clothing **38%**

Communication **33%**



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



French brands are preferred by

**49%** of young Ivorians | **30%** of young Senegalese

vs. only **2%** of young Nigerians and South Africans



Source :  
*African Youth survey Ipsos 2016*

**GAME CHANGERS** Ipsos

