

# African Youth



**GAME CHANGERS**



# WHY African Youth ?








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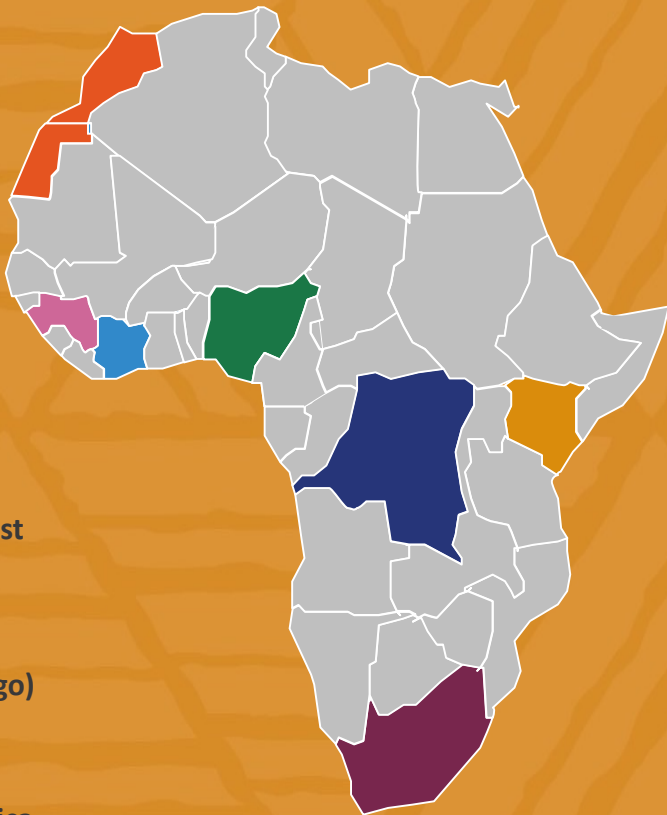


- Africa has the world's youngest population.
- Young people account for **60% of the continent's population**.
- More specifically, **there are 220 million young people aged 15-24 in Africa**. According to a UNESCO forecast, there will be 350 million in 2030.
- One in five has already bought a product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

# METHODOLOGY

7  
countries

-  Morocco
-  Senegal
-  Ivory Coast
-  Nigeria
-  DRC (Congo)
-  Kenya
-  South Africa



200 phone interviews per  
country

## SAMPLE



15- 19 y.o



20-24 y.o

50% male/ 50% female

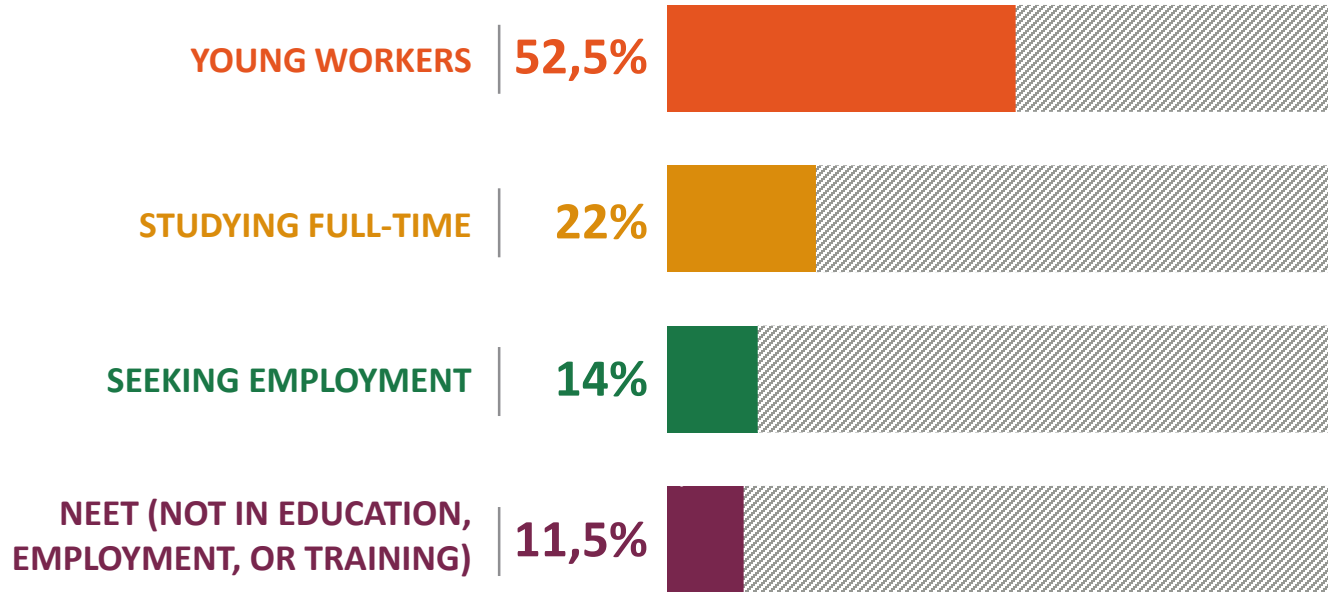




**Who are they?**

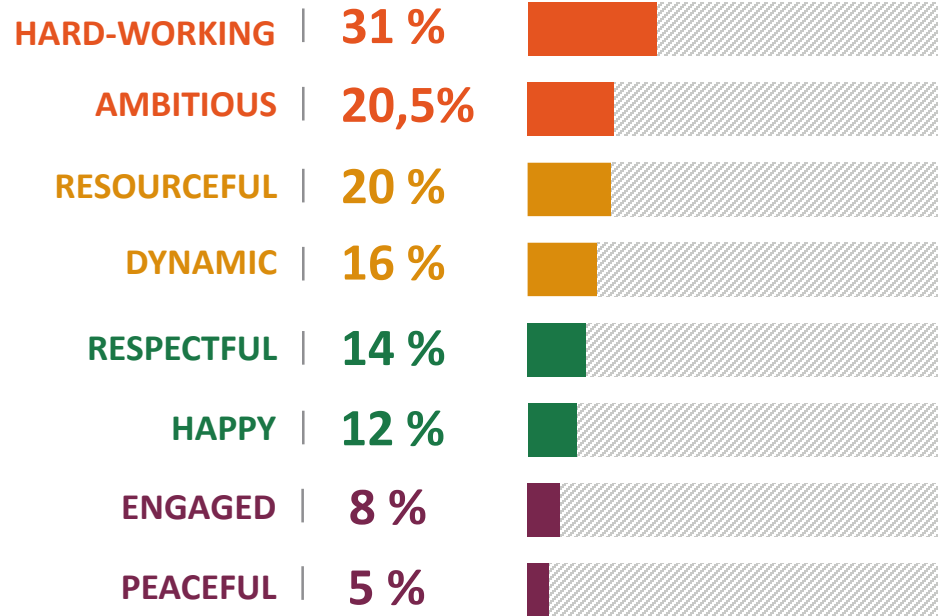


## African Youth Their current situation



# African Youth

## How do they define themselves ?





# African Youth

## How do they define themselves ?

**DYNAMIC &  
RESOURCEFUL**



Morocco

**RESOURCEFUL and  
DYNAMIC**



Ivory Coast

**HARD-WORKING &  
RESOURCEFUL**



Senegal

**HARD-WORKING**



Kenya

**HARD-WORKING &  
AMBITIOUS**



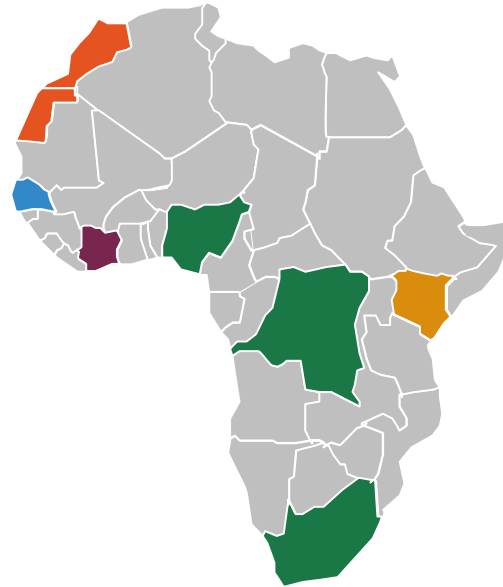
South Africa



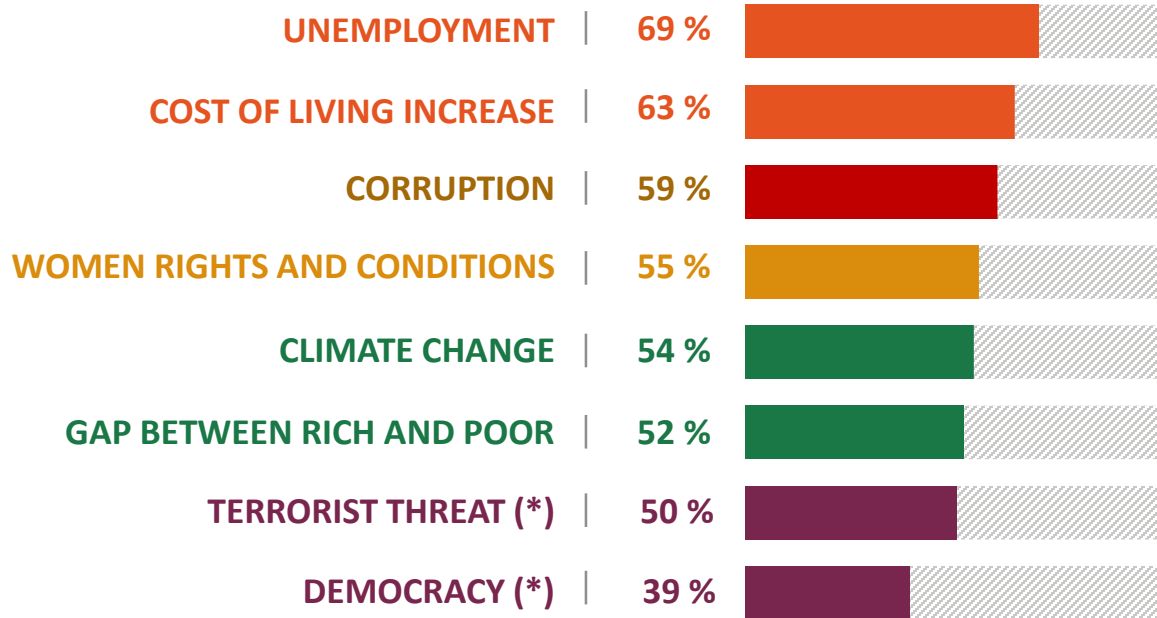
Nigeria



DRC

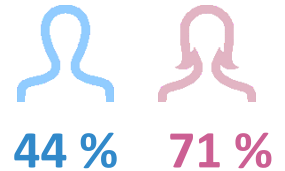
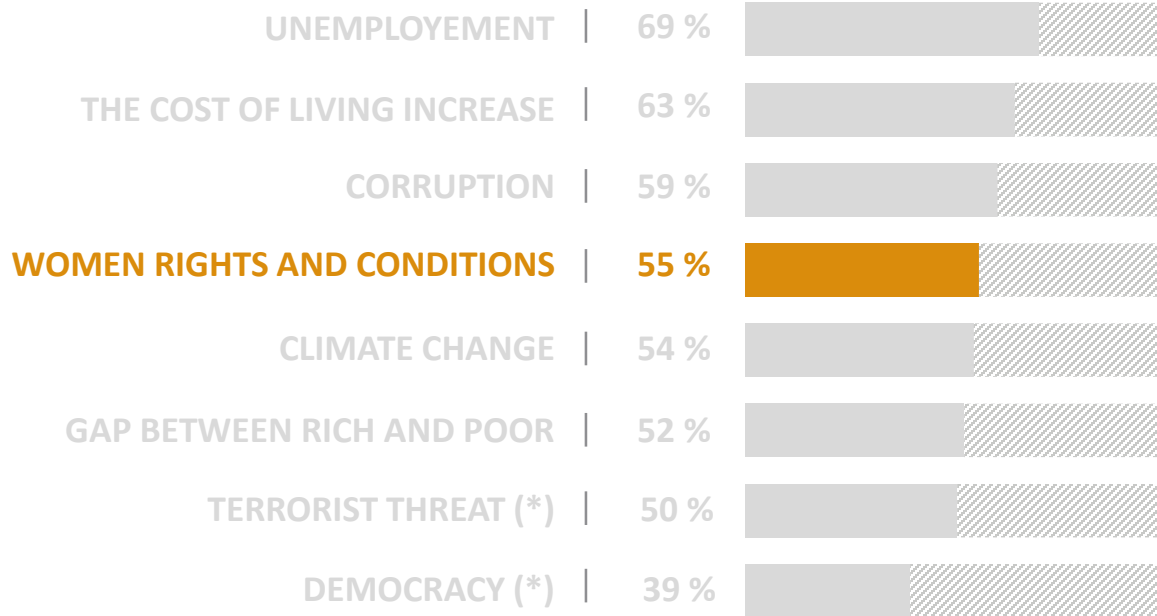


# African Youth Their main concern





# African Youth Their main concern



# African Youth Their main concern

## CORRUPTION AND UNEMPLOYMENT



DRC



THE COST OF LIVING INCREASE  
AND UNEMPLOYMENT



Ivory Coast



UNEMPLOYMENT, THE COST OF LIVING  
INCREASE AND THE TERRORIST THREAT



Kenya



THE COST OF LIVING INCREASE AND  
EMPLOYMENT



Morocco



EMPLOYMENT, THE GAP BETWEEN RICH AND  
POOR, AND TERRORIST THREAT



Senegal



UNEMPLOYMENT, THE COST OF  
LIVING INCREASE, THE TERRORIST  
THREAT AND CORRUPTION



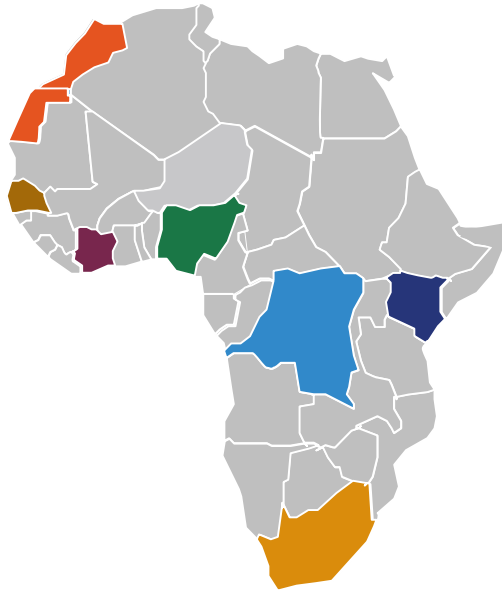
Nigeria



UNEMPLOYMENT AND THE COST OF  
LIVING INCREASE



South Africa



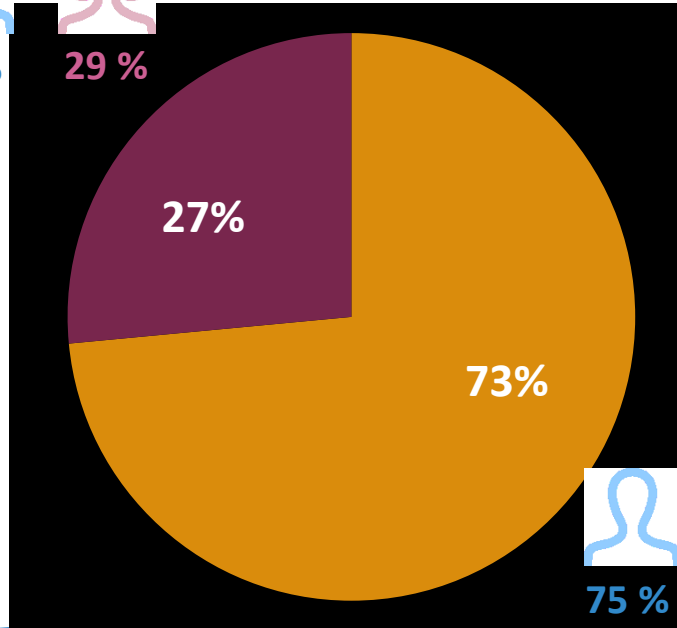
# African Youth

## Tradition vs modern values



25 %

29 %



**The traditional values mean a lot to me and should be preserved for future generation**

**I feel closer to modern values and beliefs**



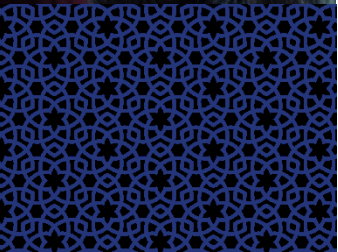
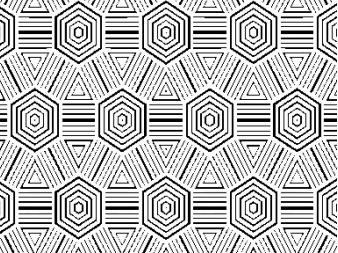


# WHAT KIND OF CONSUMERS ARE THEY?

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## African Youth Average budget per day

LESS THAN 2€ | 54 %



BETWEEN 2 AND 6€ | 31 %



MORE THAN 6€ | 15 %



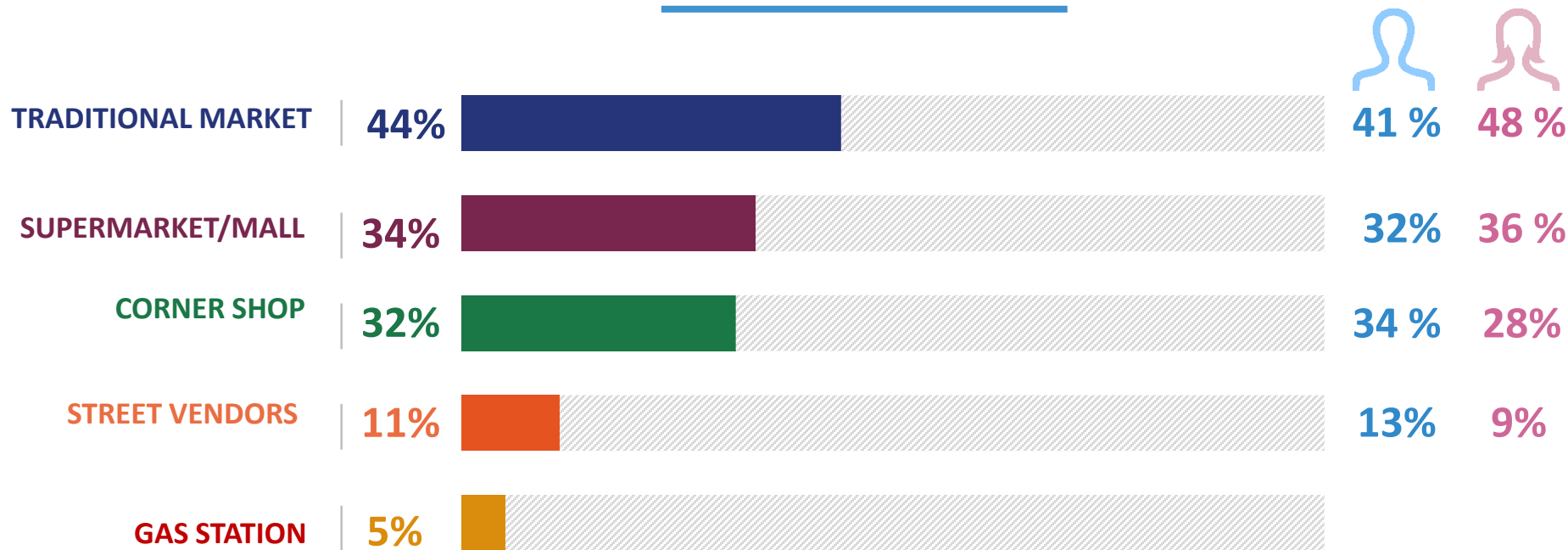
Among employees >  
6€/day

26%



# African Youth

## Purchase sites for food and drink



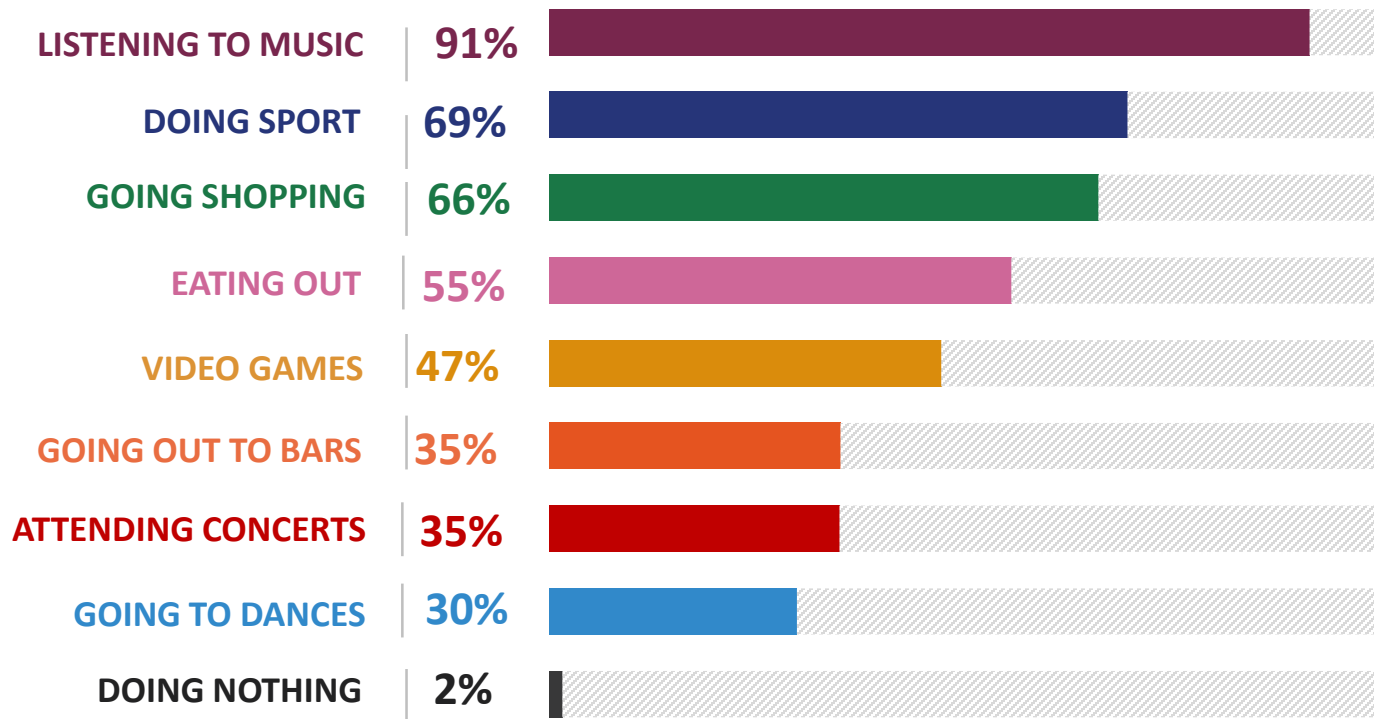
# African Youth

## Their main expense items

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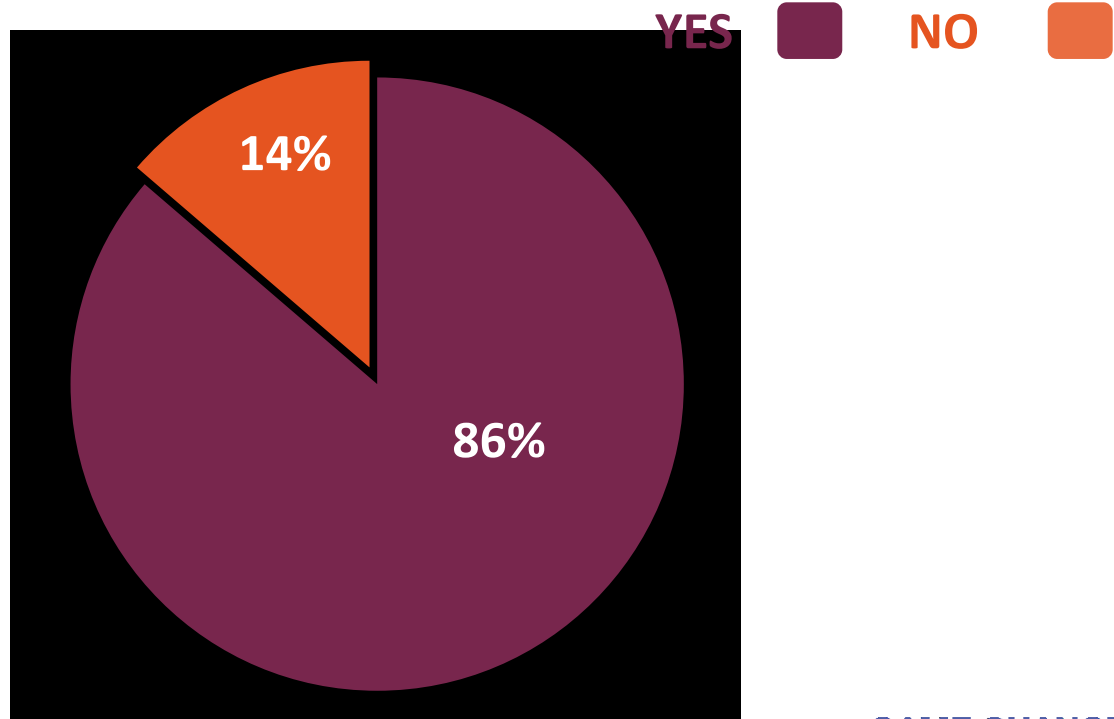
## African Youth Leisure





# African Youth

## Do you have internet access?



# African Youth Media consumption



TELEVISION

**1h40/day**



1h43



1h30



1h



1h55



1h50



2h40



1h16



SOCIAL NETWORKS

**2h20/day**



1h50



2h20



1h35



3h15



2h



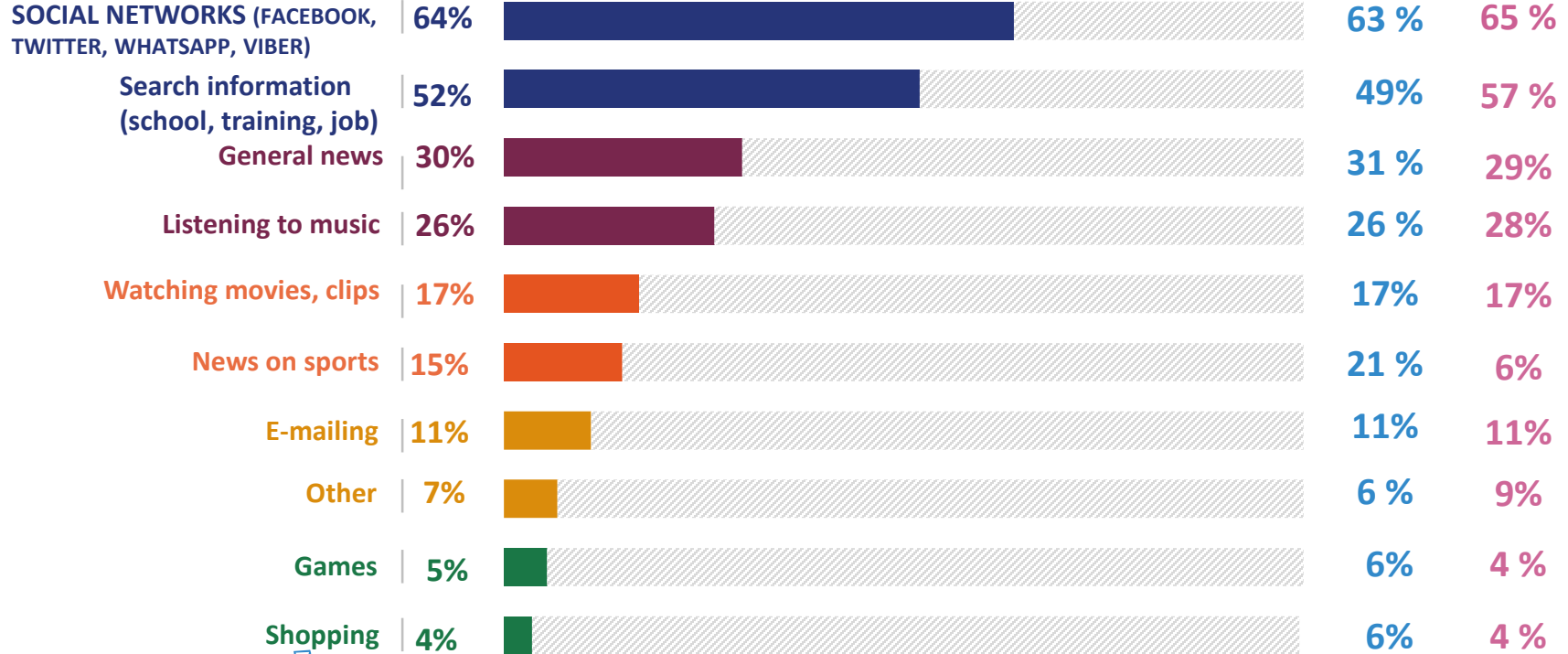
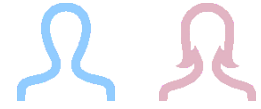
2h10

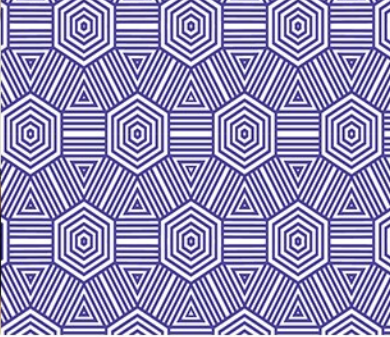


2h

# Jeunesses africaines

## Internet activities





## WHICH BRANDS INSPIRE THEM?

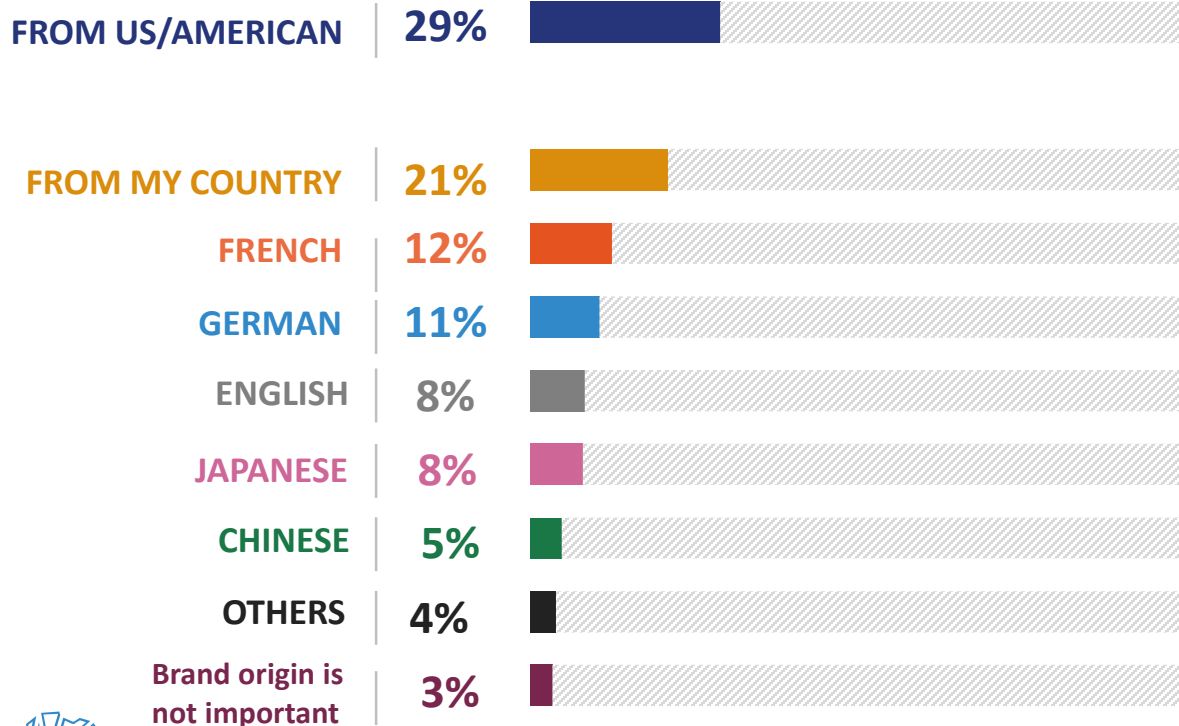
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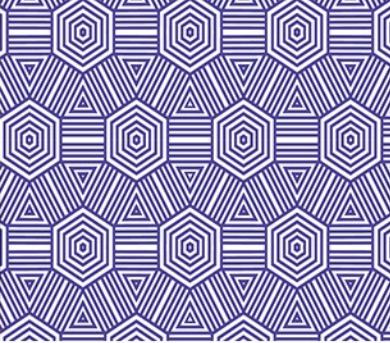




# African Youth

## My favourite brands are...





# HOW ABOUT TOMORROW?

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# African Youth How about tomorrow?

## ARE YOU OPTIMISTIC ABOUT

YOUR FUTURE?

YES	NO
81 %	19 %

THE FUTURE OF YOUR  
COUNTRY?

YES	NO
65 %	25 %



A close-up portrait of a young girl with dark skin and short, curly hair. She is smiling slightly and looking towards the camera. A large, semi-transparent white letter 'M' is overlaid on the left side of her face. The background is a blurred outdoor street scene with cars and people.

# THANK YOU!

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**GAME CHANGERS**

