

ÉVÈNEMENT IPSOS

Femmes Africaines

18 mai 2017
Musée Dapper

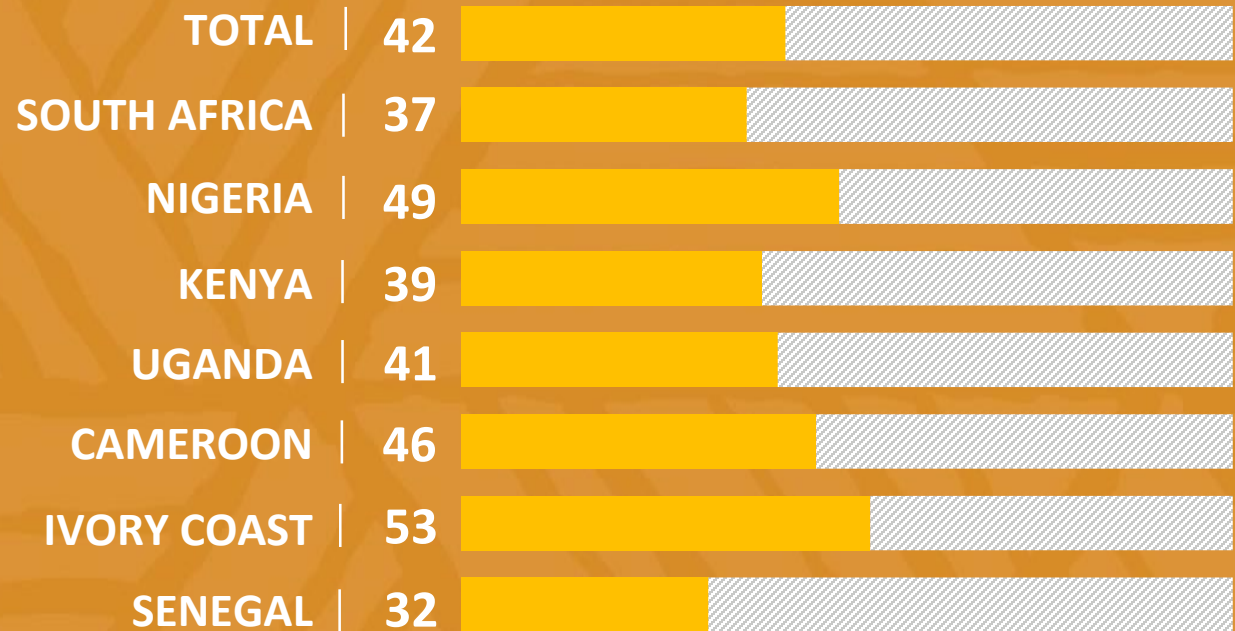
GAME CHANGERS



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*African
Women*

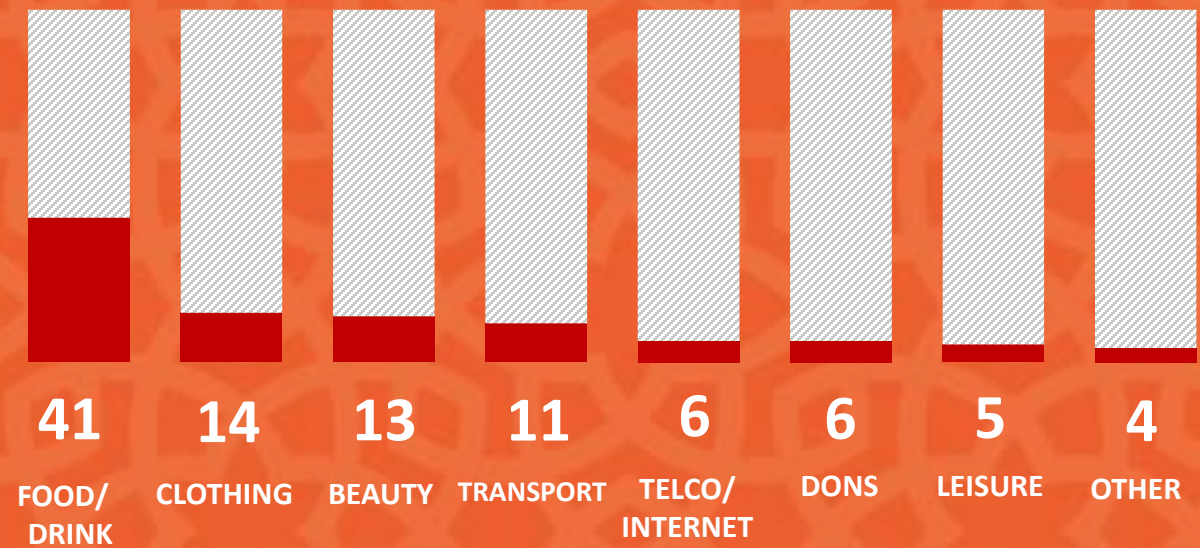
42% OF AFRICAN WOMEN HAVE A REGULAR WORK



8.7% of African women run a business

African
Women

WHAT ARE THEIR MAIN EXPENSES?



African
Women

89% AFRICAN WOMEN ARE DECISION MAKERS OR CO-DECISION MAKERS

I'm the one who decides most purchases | 34 %



It is my husband who decides on most purchases | 11 %

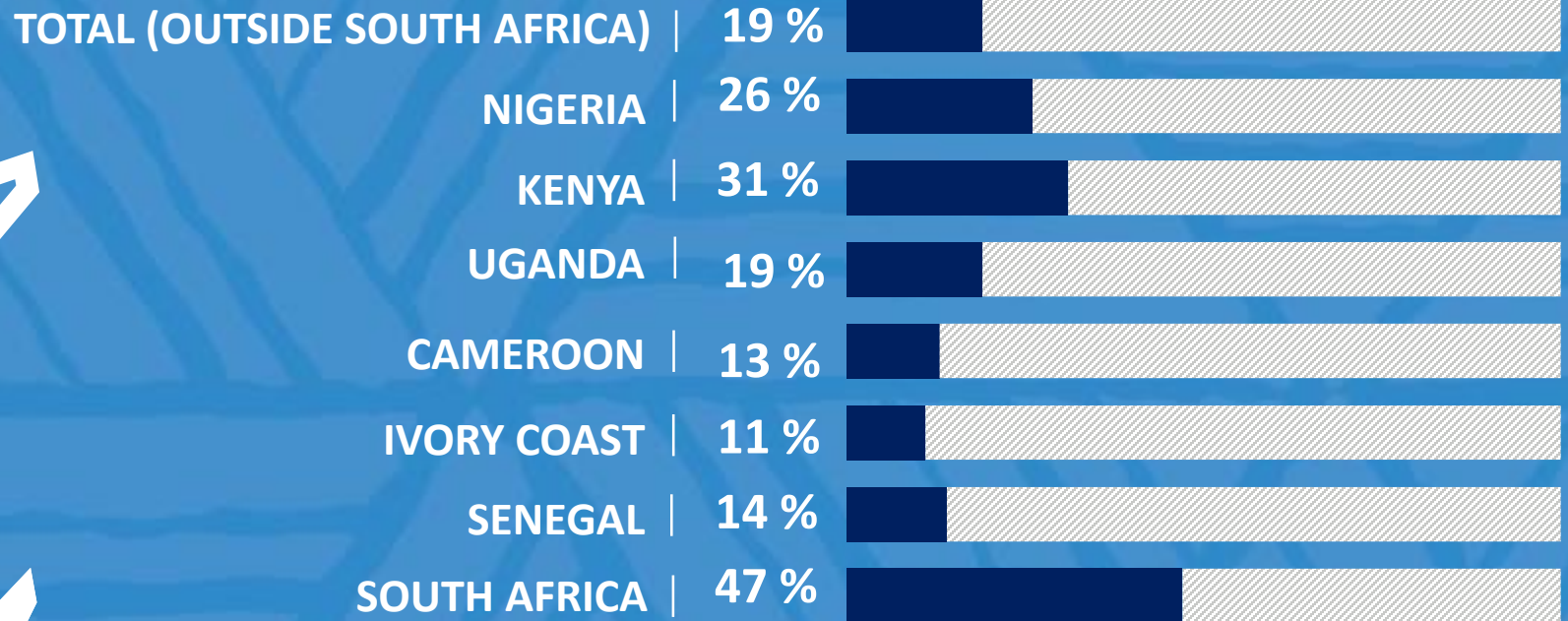


Decisions are shared | 55 %



African
Women

AFRICAN WOMEN START TO BUY ON INTERNET



19% of African women living in urban areas have already made a purchase on the Internet

*African
Women*

AFRICAN WOMEN MORE AND MORE CONNECTED



41%

OF REGULAR INTERNET USERS
DECLARE **PASSING MORE THAN 2
HOURS PER DAY ONLINE**
(PRINCIPALLY ON SOCIAL NETWORKS
AND BLOGS)



48%

OF AFRICAN INTERNET USERS
DECLARE TO BE INFLUENCED IN
**THEIR PURCHASING DECISIONS BY
OTHERS CUSTOMERS REVIEWS,
PUBLICATIONS AND NOTICES ONLINE**

African
Women

The main concerns of African women

