Press Release

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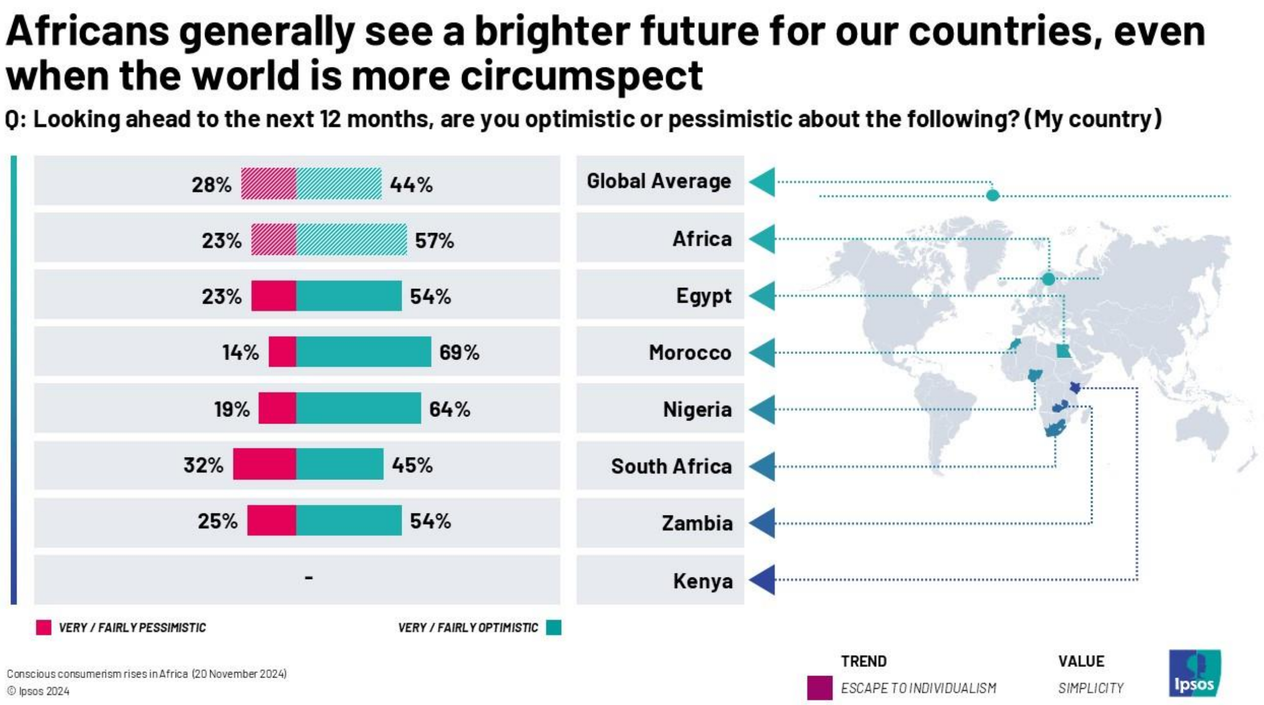
Conscious consumerism rises in Africa

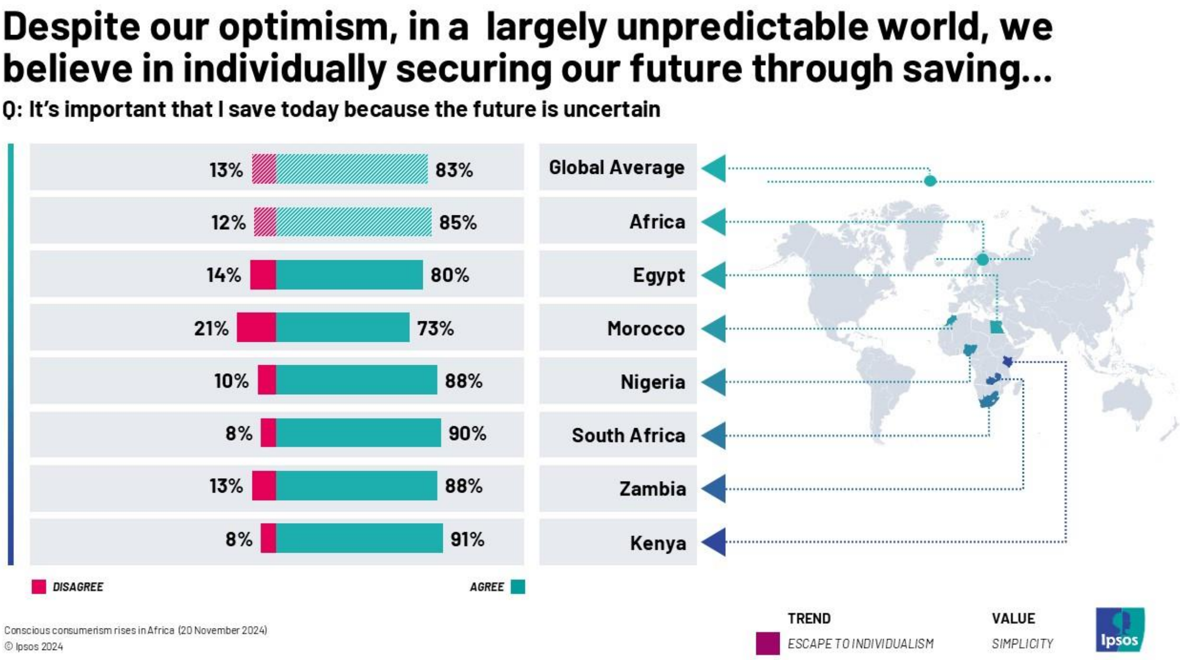
As the world grapples with economic uncertainty, inflation and the cost of living, African consumers are charting their own course, maintaining a sense of optimism and demonstrating unique perspectives on brand loyalty, environmental consciousness, and digital engagement. These insights come from the latest Ipsos Global Trends study, which surveyed consumers across 50 countries, including several African nations.

The study reveals a contrast between African optimism and global scepticism. While only 44% of global respondents express optimism about their country's future, close to 6 in 10 (57%) online[1] African respondents maintain a positive outlook.



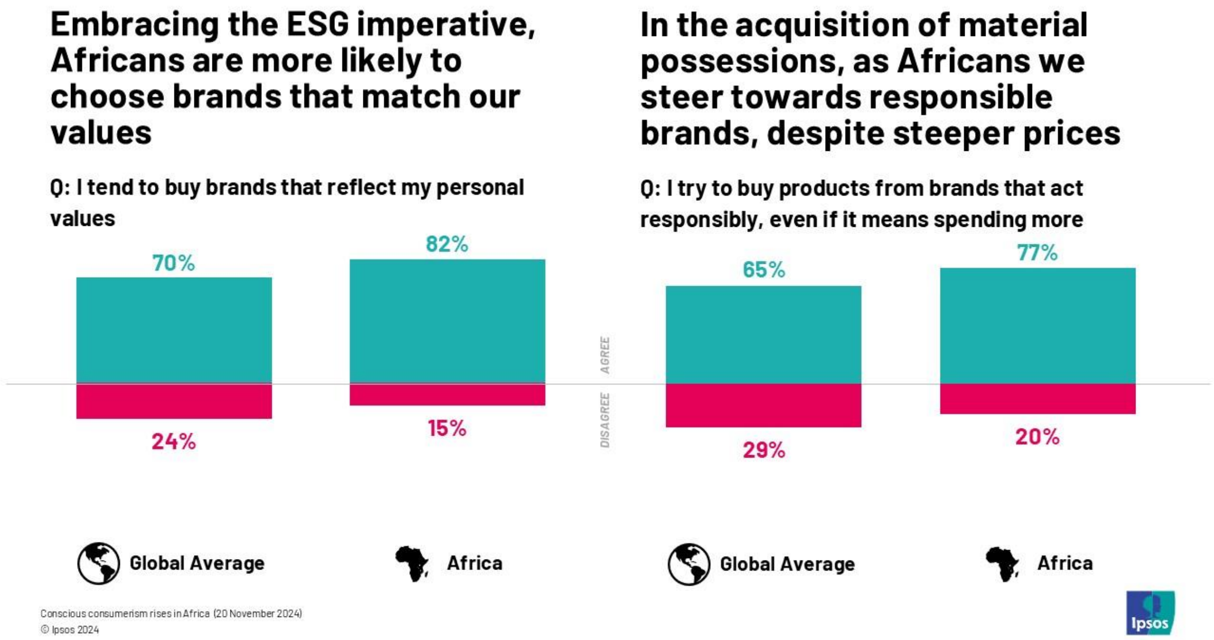
This optimism, however, is tempered by financial prudence. 85% of African respondents, including 90% of South Africans, emphasise the importance of saving for an uncertain future. This cautious approach to finances suggests a population that has learned to hope for the best while preparing for challenges.

[1] *While most of the studies were conducted online, it is important to note that in Zambia, data collection was carried out through face-to-face interviews*



Busisiwe Mahlaba, Client Officer at Ipsos in South Africa, comments on the findings: "*These results paint a nuanced picture of African consumers. While they maintain a positive outlook, they're also pragmatic about their finances. This combination of optimism and caution creates a unique consumer landscape.*"

Africans are more likely to choose brands that match their values, with 82% of Africans reportedly choosing brands that reflect their personal values, compared to 70% globally. Moreover, 77% of Africans are willing to pay more for brands that act responsibly.



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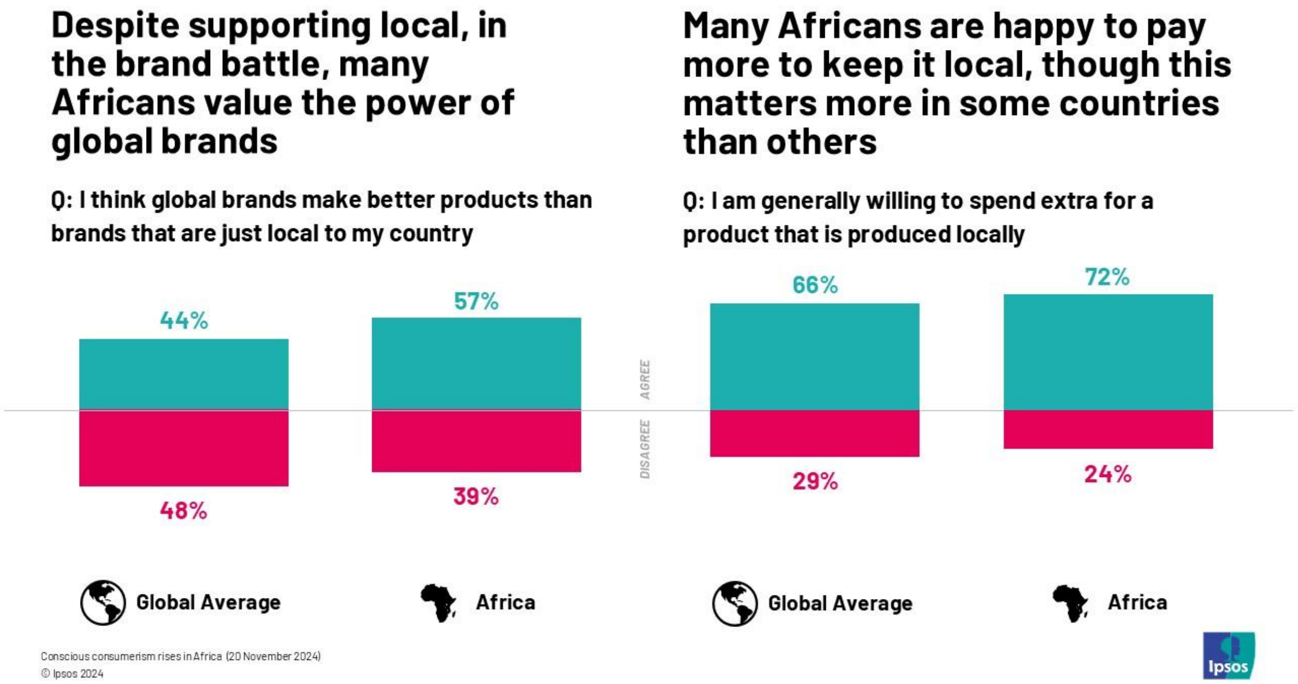
"*African consumers are increasingly using their purchasing power to express their values,*" Mahlaba explains. "*This trend towards conscious consumerism is particularly pronounced in Africa, outpacing global averages.*"

The study also sheds light on the perception of global versus local brands. Interestingly, 57% of Africans believe that global brands make better products than local ones. However, 72% of Africans are willing to pay more for locally produced products.



"*This presents a complex landscape for both international and local businesses to navigate,*" Mahlaba notes. "*While there's a belief in the quality of global brands, there's also a strong desire to support local production. Successful brands will need to find a way to bridge this gap.*"

Close to 8 in 10 (78%) Africans say they can't imagine life without the internet. This digital embrace is reshaping everything from shopping habits to social interactions. This love affair with technology is balanced by a desire for human connection. 75% of Africans feel that customer service is becoming too automated and impersonal, highlighting a need for brands to balance digital innovation with a human touch.

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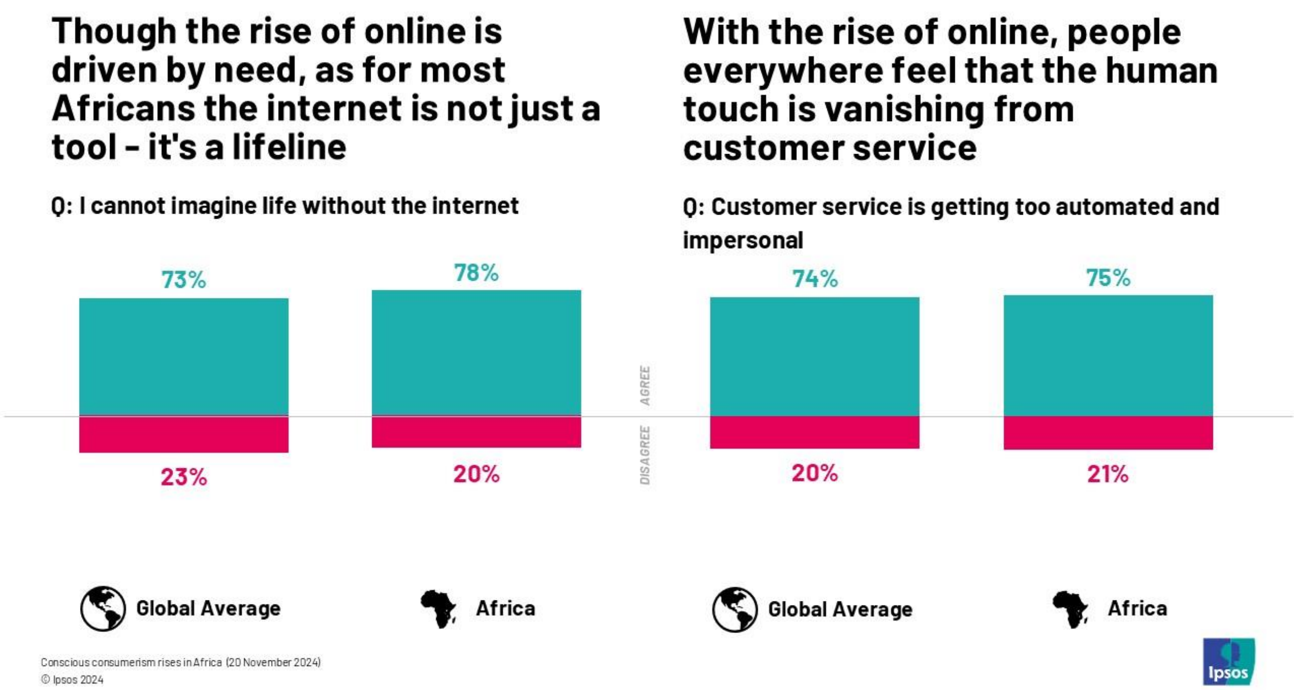
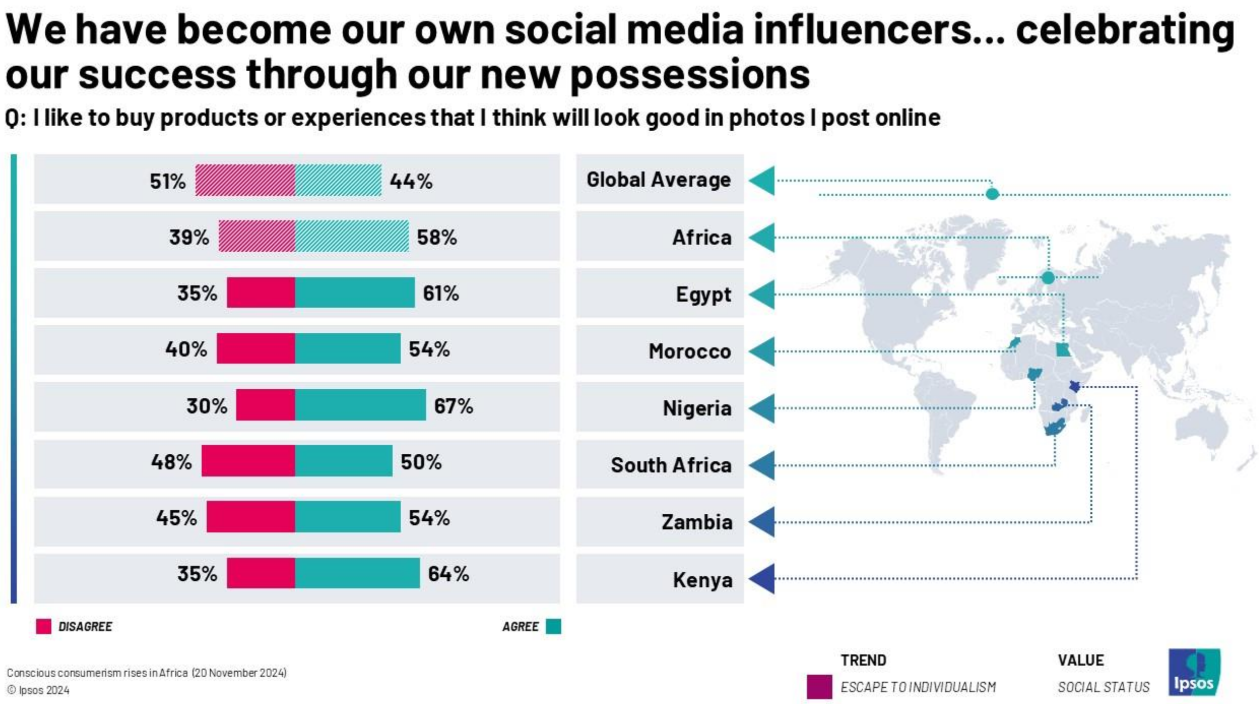


The study also reveals that African consumers are more likely than their global counterparts to shop with their social media feed in mind. 58% of Africans like to buy products or experiences that they think will look good in photos they post online, compared to a global average of 44%.



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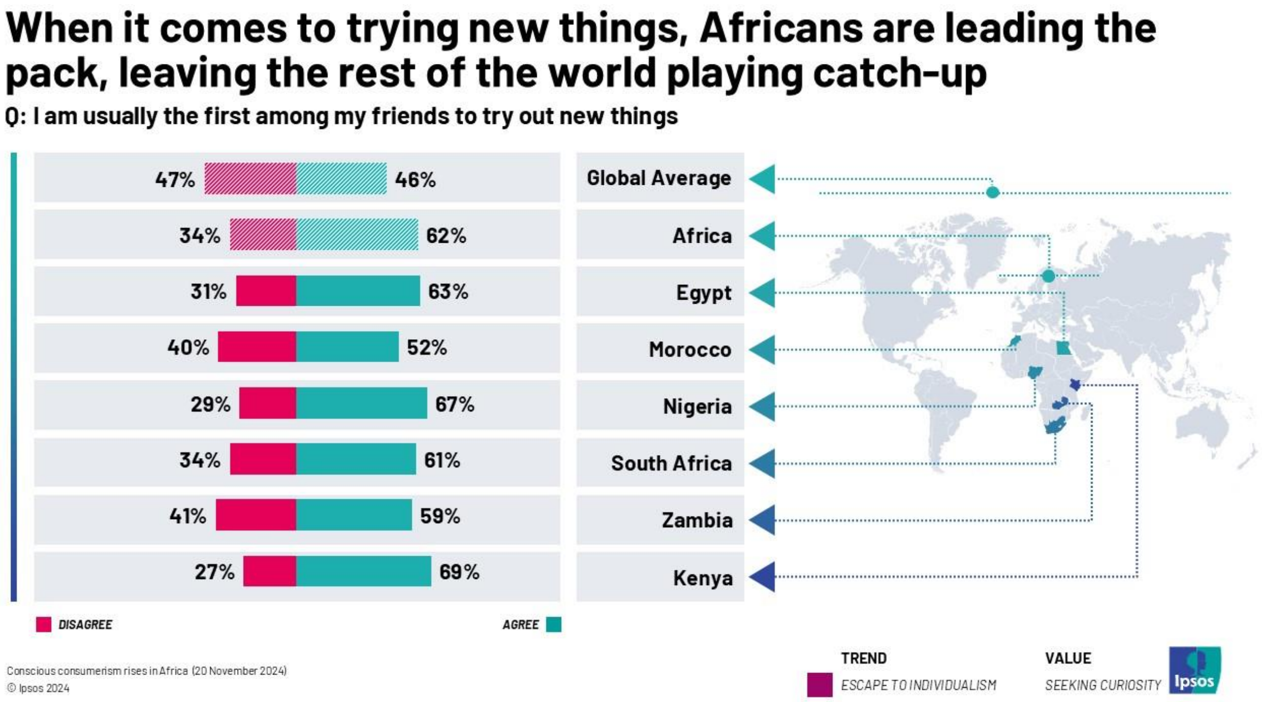
"*This highlights the growing influence of social media on consumer behaviour in Africa,*" Mahlaba observes. "*Brands need to be aware of this trend and consider how their products and experiences can be 'shareable' to tap into this market.*"

African consumers are leading the way when it comes to trying new things. 62% of African respondents say they are usually the first among their friends to try out new things, compared to a global average of 46%.



"*This willingness to embrace new products and experiences presents an opportunity for innovative brands in the African market,*" Mahlaba notes. "*However, it's crucial to remember that these same consumers are value-conscious and increasingly concerned about social and environmental responsibility.*"

The Ipsos Global Trends study paints a picture of African consumers as optimistic yet pragmatic, digitally savvy but craving human connection, and increasingly conscious of the broader impact of their purchasing decisions.

"*These consumers are optimistic about the future, but they're also savvy and values driven. For businesses looking to succeed in African markets, understanding these nuances is crucial. It's not just about offering a product or service – it's about aligning with the values, aspirations, and digital behaviours of African consumers while still maintaining that all-important human touch,*" Mahlaba concludes.

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About the study

- *These are the results of a 50-market survey conducted by Ipsos on its Global Advisor online platform and in partnership with other global Ipsos teams around the world. The survey was conducted using Ipsos Online panels in all markets except for India which used its mixed-method "IndiaBus", and Zambia which used a face-to-face methodology. Ipsos interviewed a total of 50,237 adults aged 18-74 in the United States, Canada, Hong Kong, Israel, Malaysia, New Zealand, South Africa, Turkey and Vietnam; 20-74 in Thailand; 21-74 in Indonesia and Singapore; and 16-74 in all other markets between Thursday, February 15 and Wednesday, April 23, 2024.*
- *The sample consists of c.1,000 individuals in each of Argentina, Australia, Belgium, Bulgaria, Brazil, Canada, Chile, mainland China, Colombia, Czech Republic, Croatia, Denmark, Egypt, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Kenya, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Philippines, Poland, Portugal, Romania, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, Great Britain, the United States, Vietnam and Zambia.*
- *The samples in Argentina, Australia, Belgium, Bulgaria, Canada, Croatia, Denmark, France, Germany, Great Britain, Ireland, Italy, Japan, the Netherlands, New Zealand, Poland, Portugal, South Korea, Spain, Sweden, Switzerland, Taiwan, the United States and Zambia can be taken as representative of their general adult population under the age of 75.*
- *The samples in Brazil, Chile, mainland China, Colombia, Czech Republic, Egypt, Hong Kong, India, Indonesia, Israel, Kenya, Malaysia, Mexico, Morocco, Nigeria, Pakistan, Peru, Philippines, Romania, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, the UAE, and Vietnam are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.*
- *Apart from Zambia, the data for all countries is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.*
- *"The Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.*
- *Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.*
- *The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.*
- *The publication of these findings abides by local rules and regulations.*

About Ipsos

- *Ipsos is one of the largest market research companies in the world, present in 90 markets and employing more than 18,000 people.*
- *Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.*
- *Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.*
- *Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).*
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