

PREDICTIONS 2026

Senegal Edition

December 2025

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01

OVERALL EXPECTATIONS FOR 2026

Looking ahead to 2026, optimism is strong, with the vast majority expecting the year to be better than 2025



By Gender



By Age



By Income Level



This positive outlook extends to personal well-being, as a similar share anticipate improvements in both mental and physical health



% Agree

96%

My physical health will be better in 2026 than it was in 2025



% Agree

93%

My mental health will be better in 2026 than it was in 2025



EXPECTATIONS FOR WORLD AFFAIRS IN 2026

02

When it comes to global affairs, views are mixed, with half expecting the conflicts in Burkina Faso and Ukraine to end, while fewer foresee the same for the Middle East



50%

The ongoing conflicts in Burkina Faso will end in 2026

% Likely



50%

The war in Ukraine will end in 2026

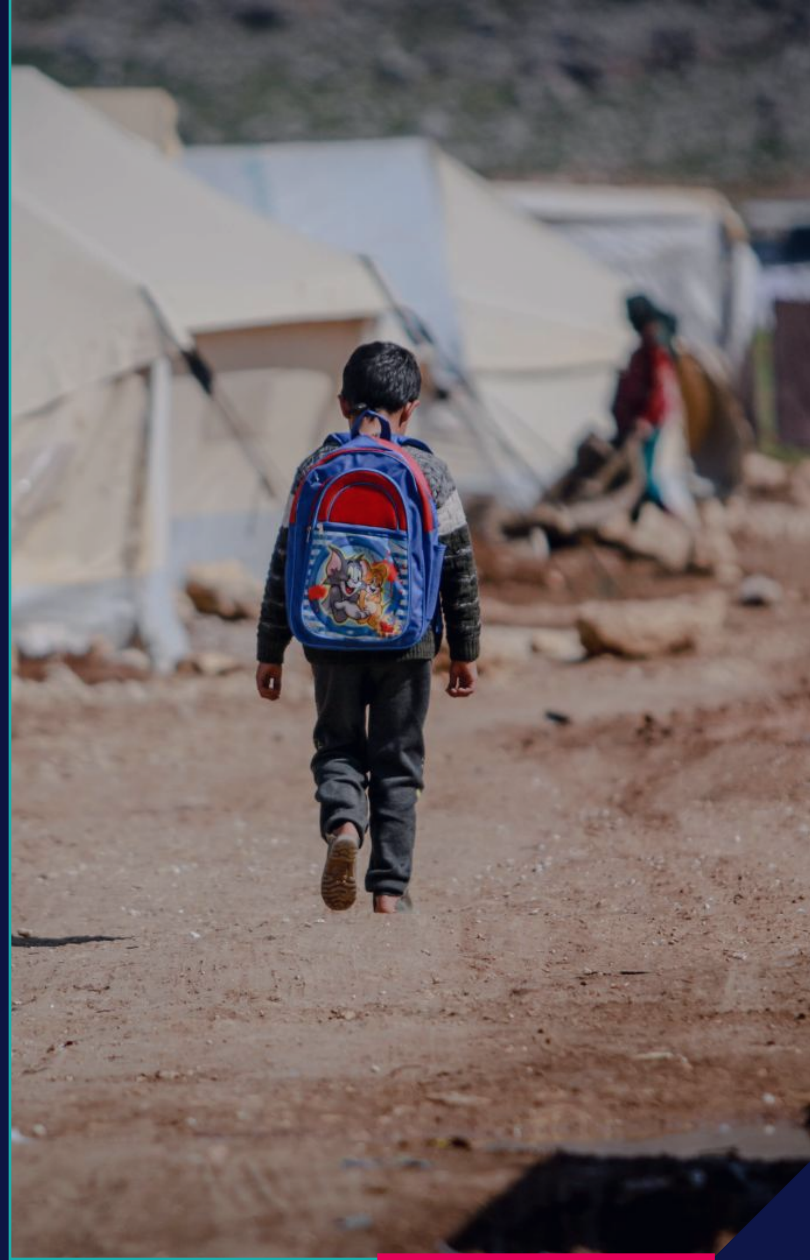
% Likely



38%

The current wars in the Middle East will end in 2026

% Likely



At the same time, the majority anticipate Senegal taking a more active role in regional security, particularly in response to developments in Mali

% Likely

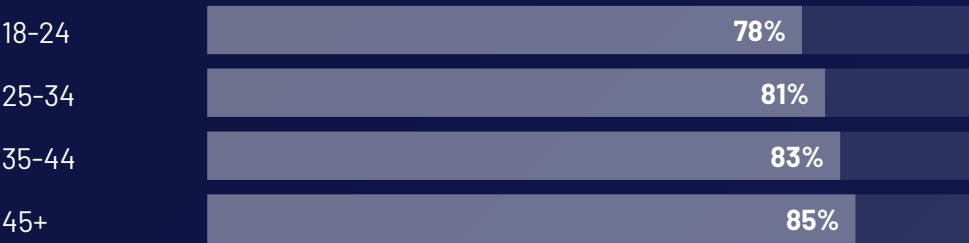
81%

The situation in Mali will urge Senegal to strengthen security at its border

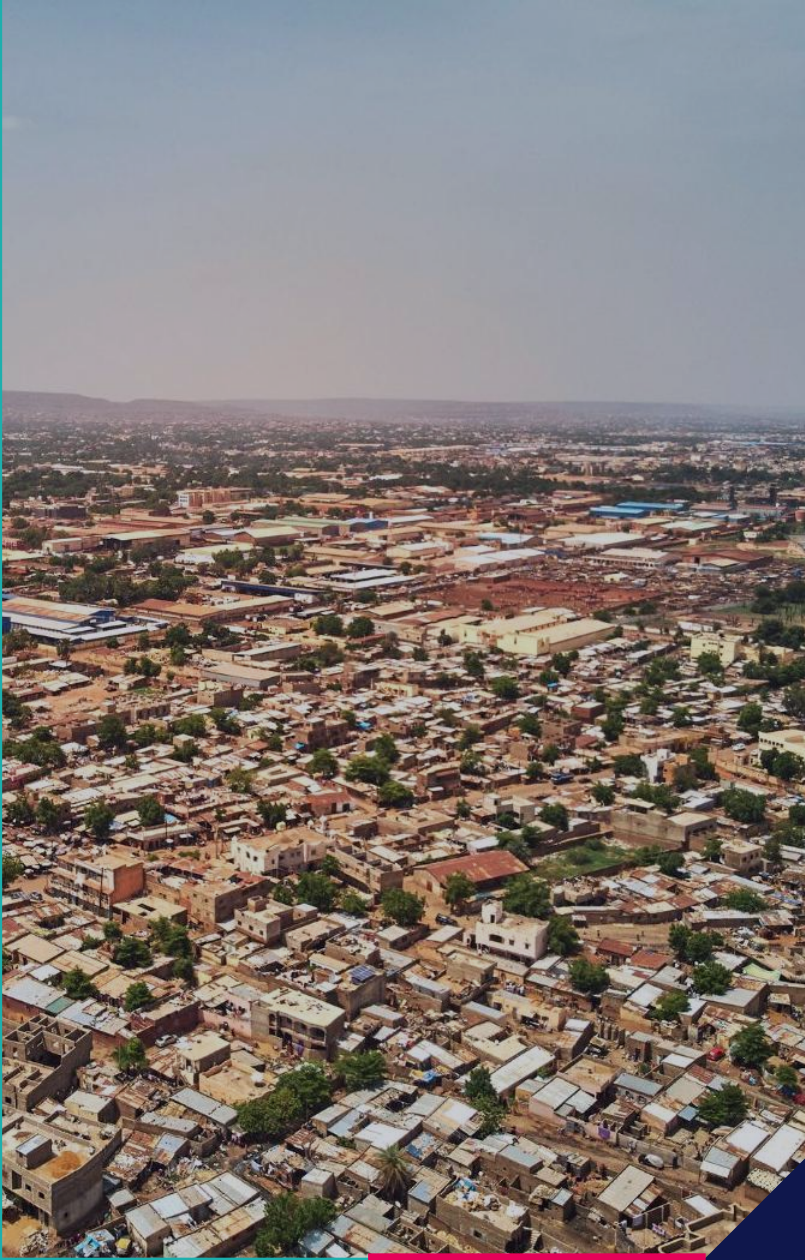
By Gender



By Age



By Income Level



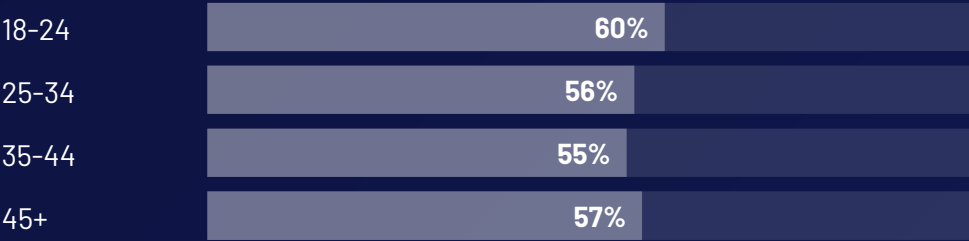
Against that, over half believe the world will be a safer place in 2026



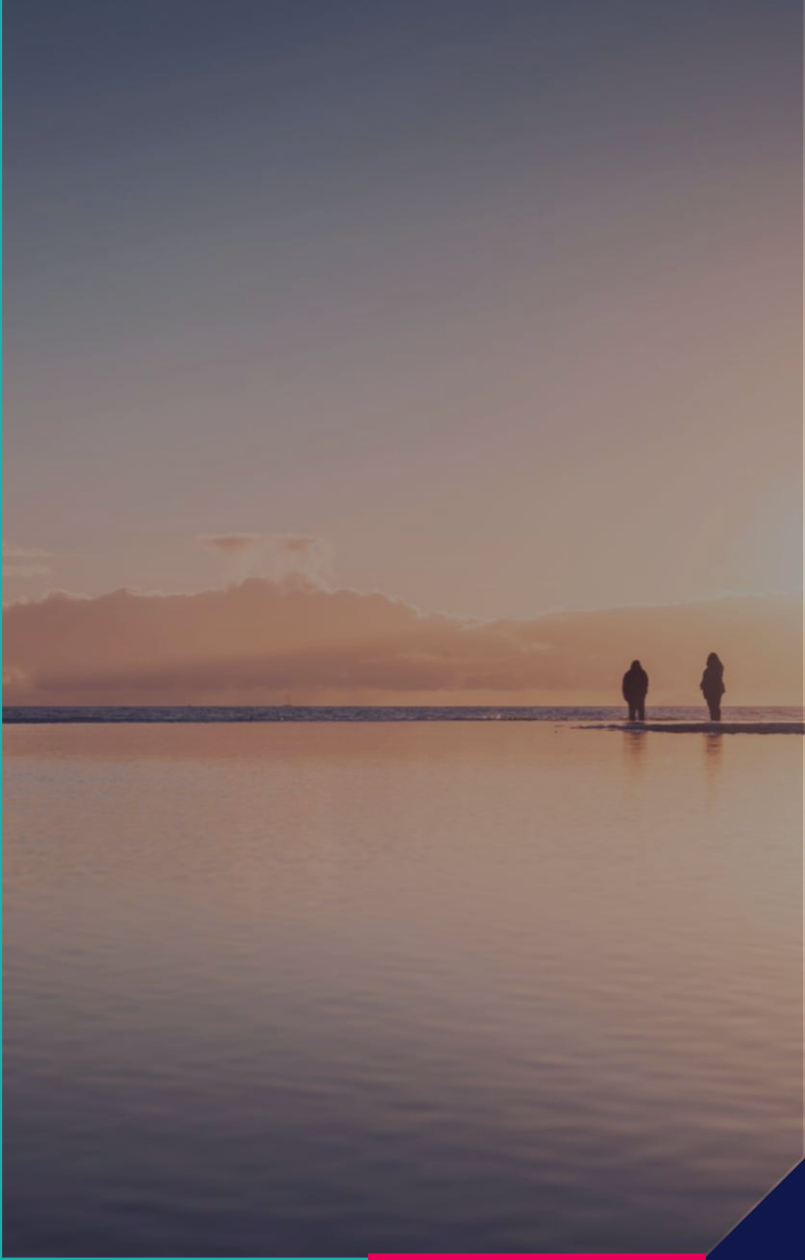
By Gender



By Age



By Income Level



EXPECTATIONS FOR SOCIETY IN 2026

03



On the health front, expectations point to greater health-risk awareness, improved rural healthcare access, and more affordable insurance



76%

Senegalese people will be more cautious in the face of current health risks

% Likely



65%

Access to quality healthcare in rural areas will be improved in 2026

% Likely

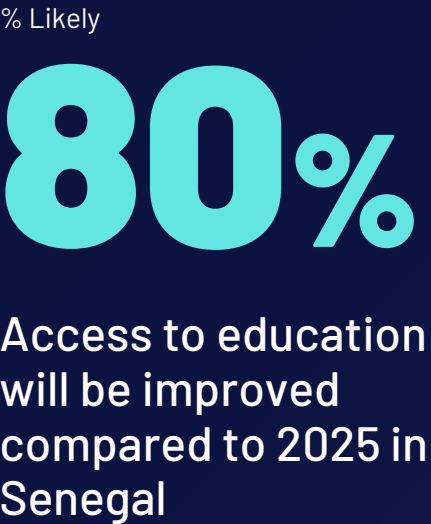


53%

Access to health insurance will be more accessible and affordable for Senegalese in 2026

% Likely

In societal outlooks, the majority anticipate improved access to education compared to 2025



By Gender



By Age



By Income Level



Confidence in women's progress is also rising, with strong expectations for greater leadership participation and pay equity



% Likely

86%

Senegal will see an increase in the participation of women in leadership roles



% Likely

76%

Women will be paid the same as men for the same work



Expectations for gender equality and leadership

% Likely - by demographics



Senegal will see an increase in the participation of women in politics and leadership roles		Women will be paid the same as men for the same work
Male	84%	75%
Female	88%	78%
18 - 24	83%	73%
25 - 34	86%	80%
35 - 44	90%	73%
45+	86%	80%
Upper Income	87%	83%
Middle Income	89%	76%
Lower Income	75%	74%

04

EXPECTATIONS FOR THE ECONOMY IN 2026

When it comes to the economy, Senegalese people are optimistic, with many expecting the global economy to strengthen in 2026, and only a small share anticipating major stock-market declines

86%

% Agree

The global economy will be stronger in 2026 than it was in 2025



By Gender

Male	85%
Female	86%

By Age

18-24	90%
25-34	85%
35-44	80%
45+	87%

By Income Level

Upper Income	87%
Middle Income	87%
Lower Income	81%

14%

% Likely

Major stock markets around the world will crash



By Gender

Male	15%
Female	14%

By Age

18-24	15%
25-34	15%
35-44	15%
45+	12%

By Income Level

Upper Income	29%
Middle Income	14%
Lower Income	7%

At the national level, confidence remains high, with widespread belief that Senegal’s economy will continue to grow in the coming year

% Agree

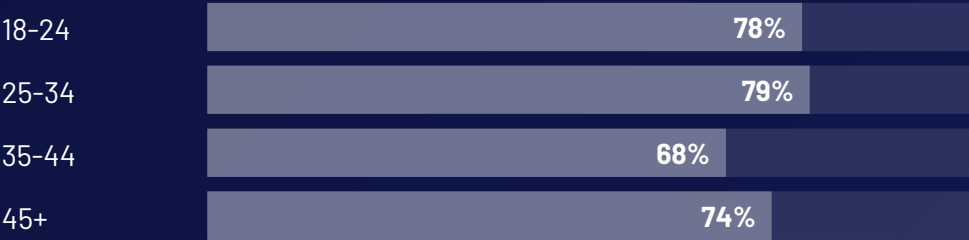
75%

The economy in Senegal will be stronger in 2026 than it was in 2025

By Gender



By Age



By Income Level



National growth expectations are strengthened by optimism around the Dakar Youth Olympic Games and increased international investment



% Likely

84%

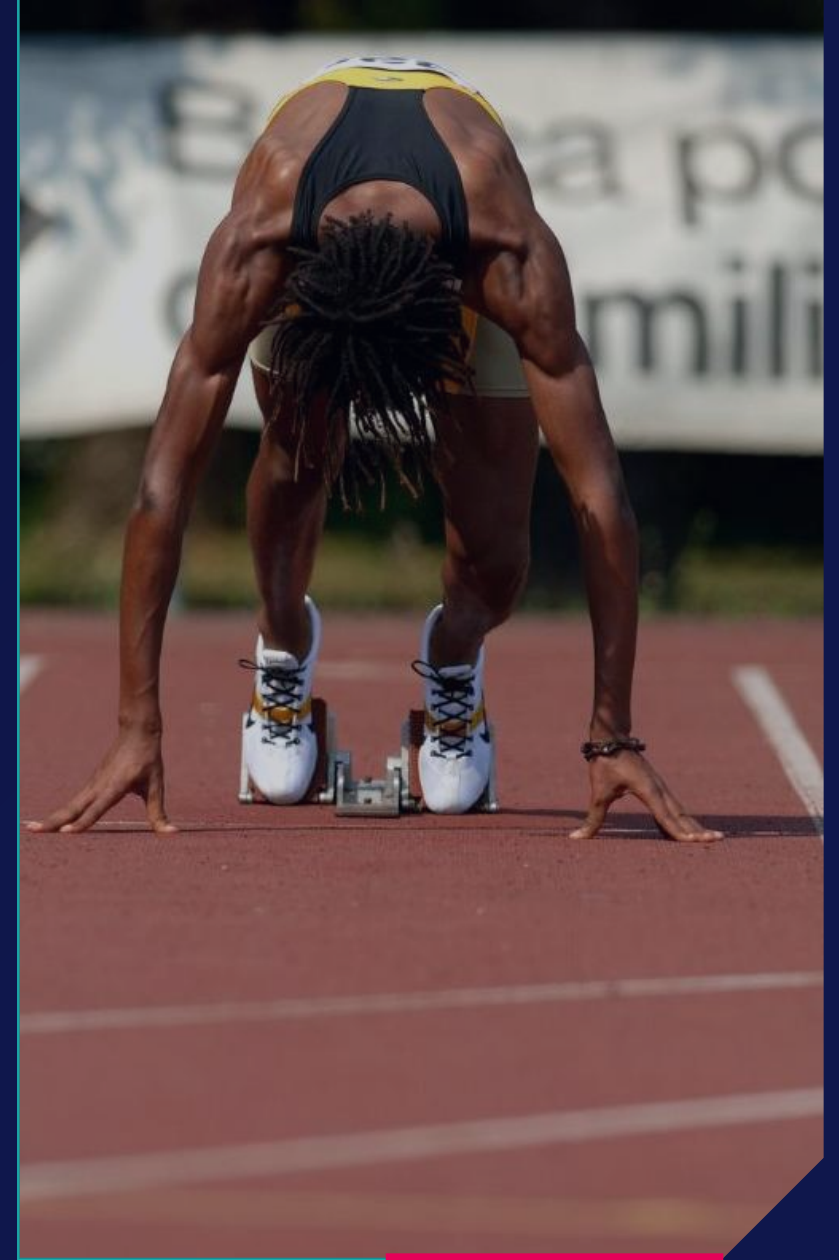
The 2026 Dakar Youth Olympic Games will strengthen Senegal's economy



% Likely

71%

Senegal will attract more international investments in 2026



At the same time, some foresee financial pressures, including prices rising faster than incomes, as well as higher interest rates and inflation

% Likely

37%

Prices in Senegal will increase faster than people's incomes



28%

Interest rates in Senegal will be higher in 2026 than in 2025



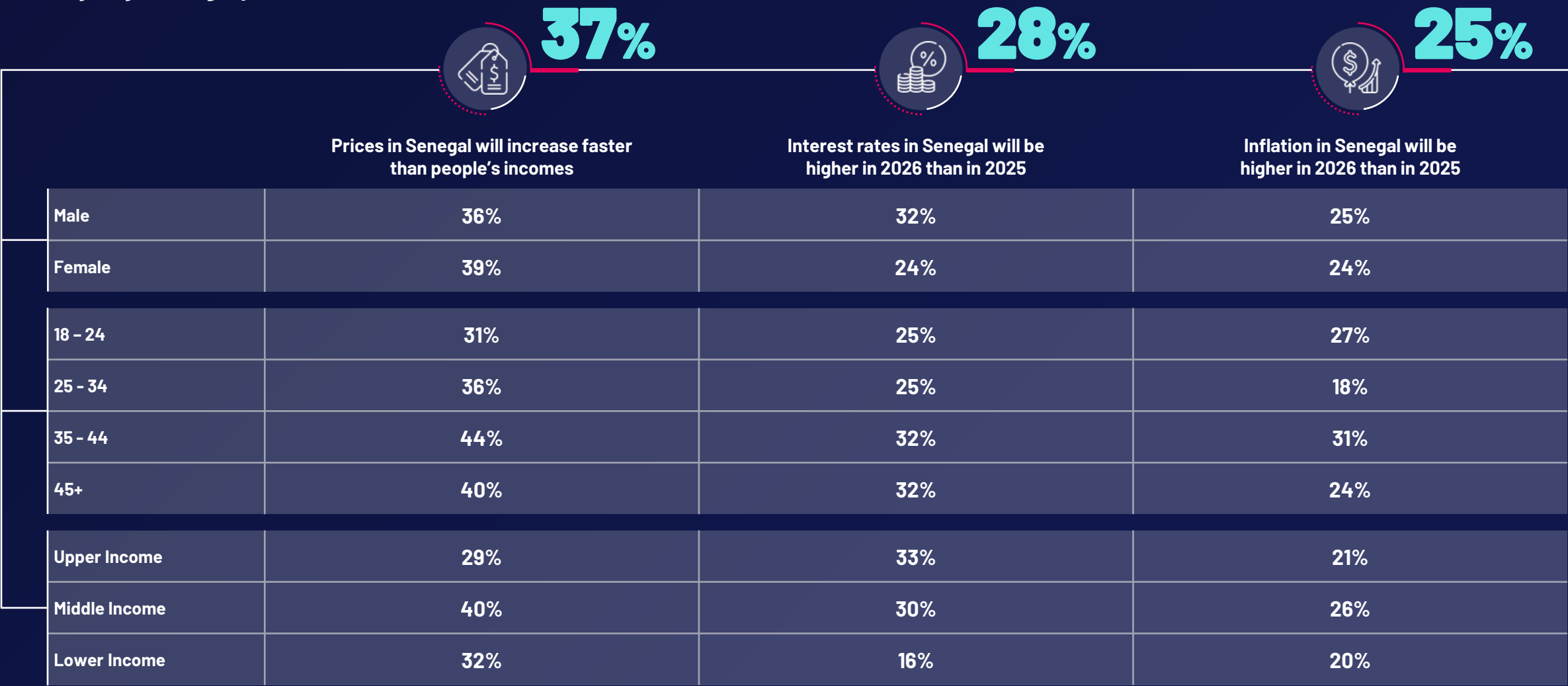
25%

Inflation in Senegal will be higher in 2026 than in 2025



Economic expectations

% Likely - by demographics



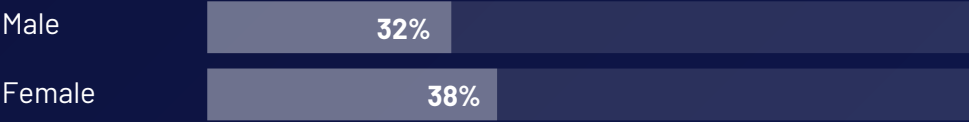
These concerns extend to the job market, where a portion of the population expects it to become harder to find employment

% Likely

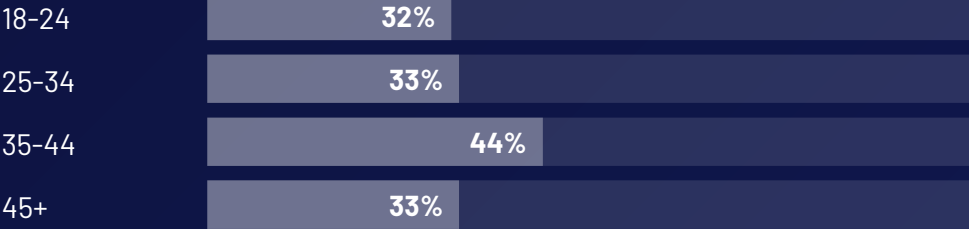
35%

It will be more difficult to find a job in Senegal in 2026 than it was in 2025

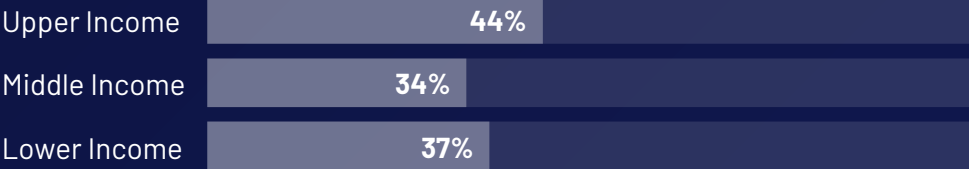
By Gender



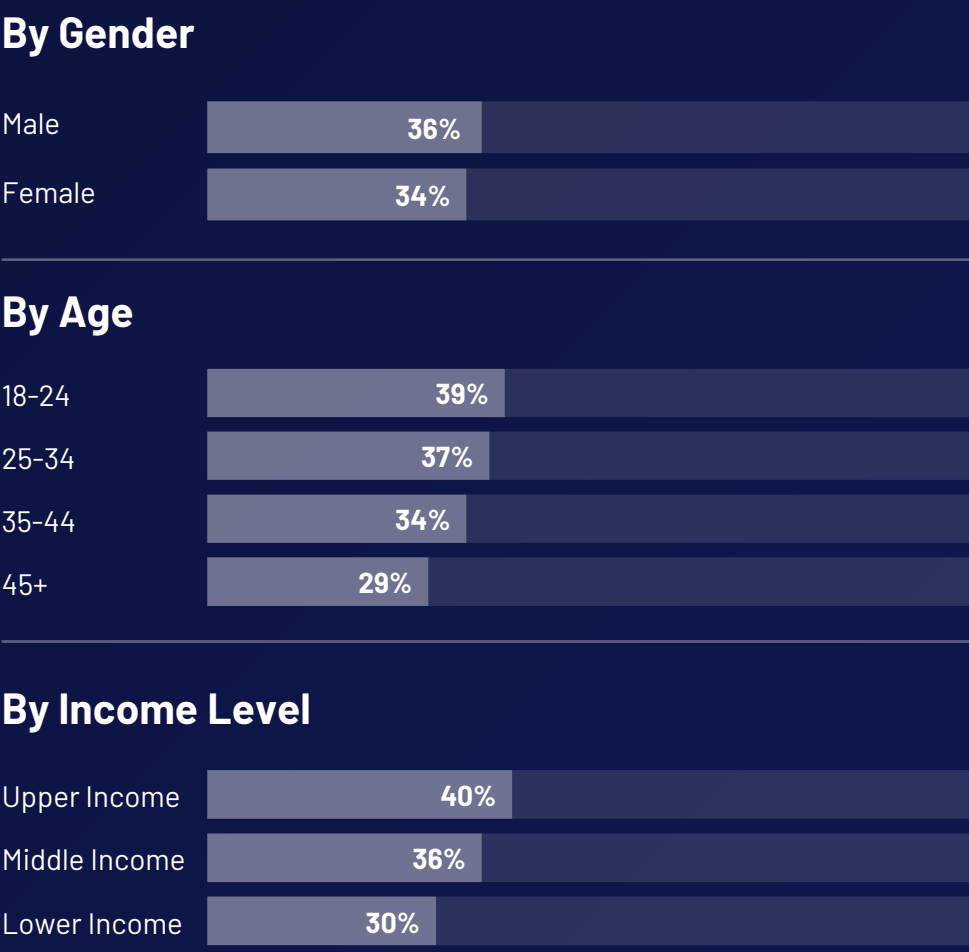
By Age



By Income Level



However, a similar share remain hopeful about their personal financial situation



Financial optimism is driven by rising gold prices, although only a few expect the economic environment to improve for investments, and even fewer plan major purchases



63%

The price of gold will reach unprecedented high levels in 2026

% Likely



32%

The economic environment in Senegal will be better for investment in 2026 than it was in 2025

% Likely



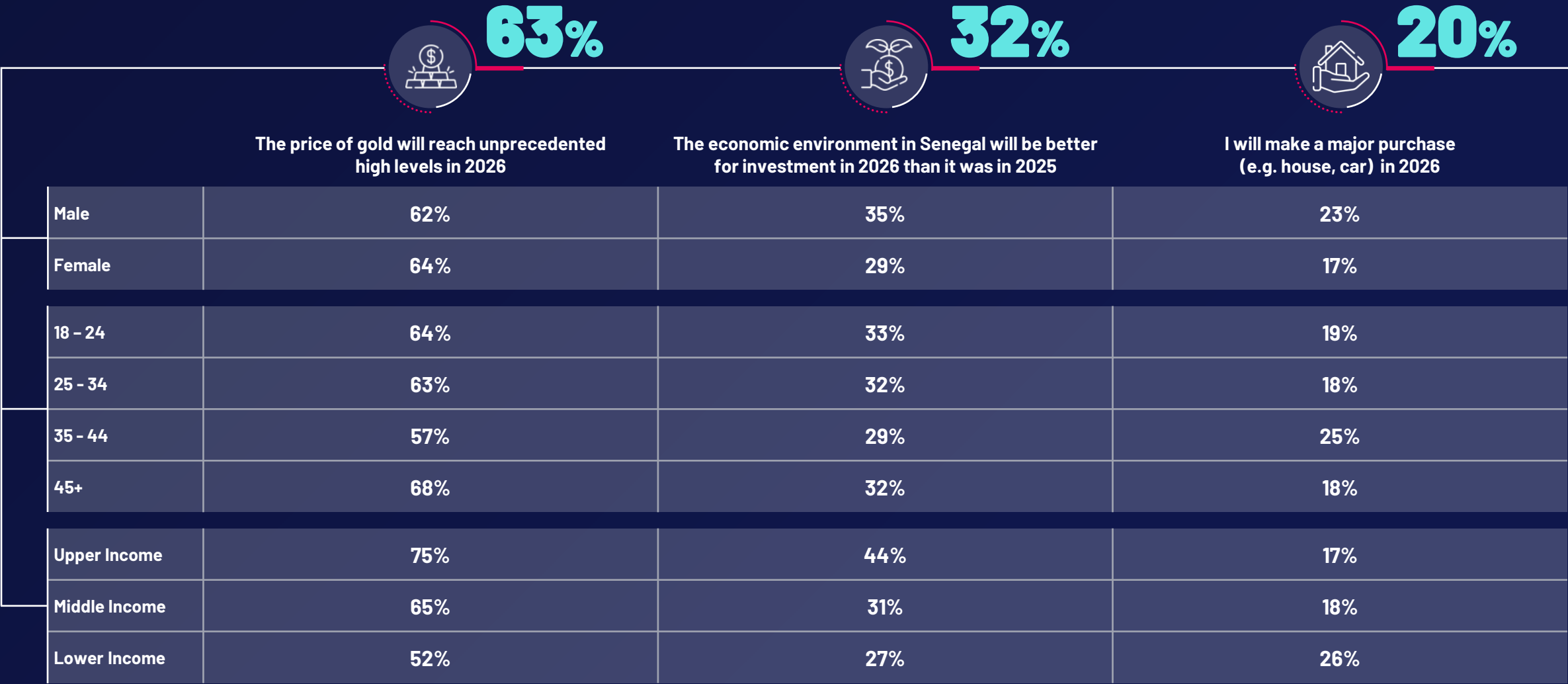
20%

I will make a major purchase (e.g. house, car) in 2026

% Likely

Outlook on investment and major purchases

% Likely - by demographics



Housing costs are also expected to increase, with around 2 in 5 anticipating higher buying or rental prices in the year ahead

% Likely

37%

The cost of buying/renting a home in Senegal will increase in 2026

By Gender

Male	36%
Female	37%

By Age

18-24	33%
25-34	35%
35-44	39%
45+	40%

By Income Level

Upper Income	50%
Middle Income	35%
Lower Income	34%



05

EXPECTATIONS FOR THE WORKPLACE IN 2026

In the workplace, many foresee companies becoming less flexible with remote-work arrangements

% Likely

61%

Businesses Senegal will become less flexible in work arrangements like remote working compared to 2025

By Gender

Male	61%
Female	61%

By Age

18-24	60%
25-34	60%
35-44	67%
45+	59%

By Income Level

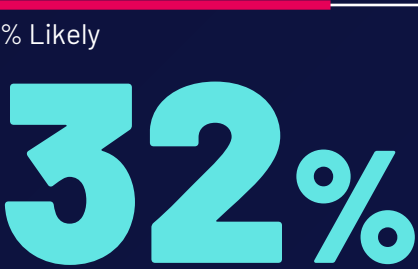
Upper Income	77%
Middle Income	60%
Lower Income	56%



06

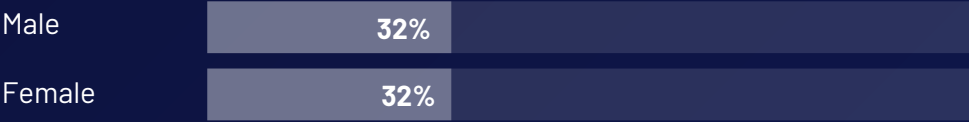
EXPECTATIONS FOR TOURISM IN 2026

In tourism outlooks, 1 in 3 expects tourist arrivals in Senegal to increase

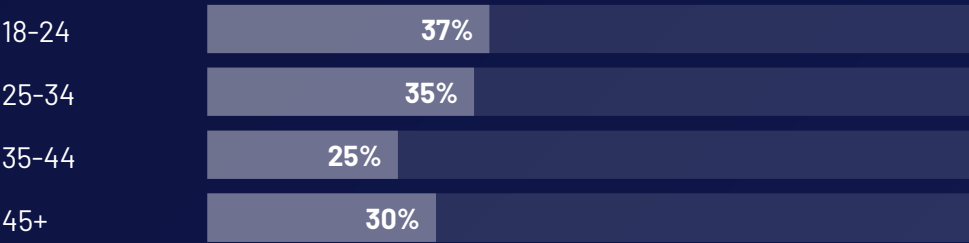


More tourists will enter Senegal in 2026 compared to 2025

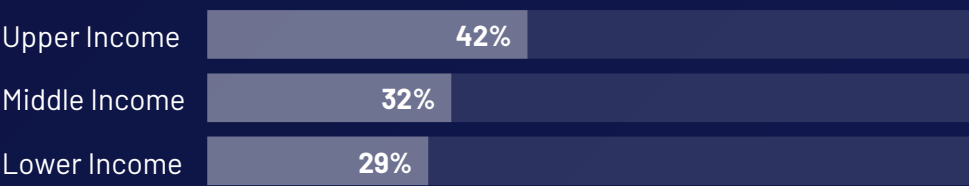
By Gender



By Age



By Income Level



Much of this optimism is tied to the Youth Olympic Games, which are anticipated to showcase the country's culture, hospitality, and dynamism

% Likely

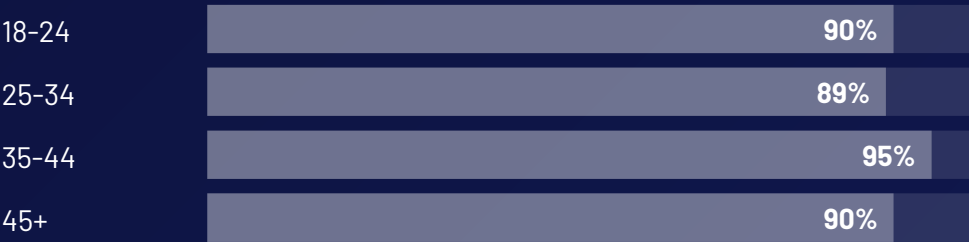
91%

The 2026 Youth Olympic Games will showcase Senegal's culture, hospitality, and dynamism

By Gender



By Age



By Income Level



07

EXPECTATIONS FOR THE ENVIRONMENT IN 2026

Environmental concerns are high, with most people anticipating rising global temperatures and more extreme weather events locally



% Likely

81%

Average global temperatures will increase



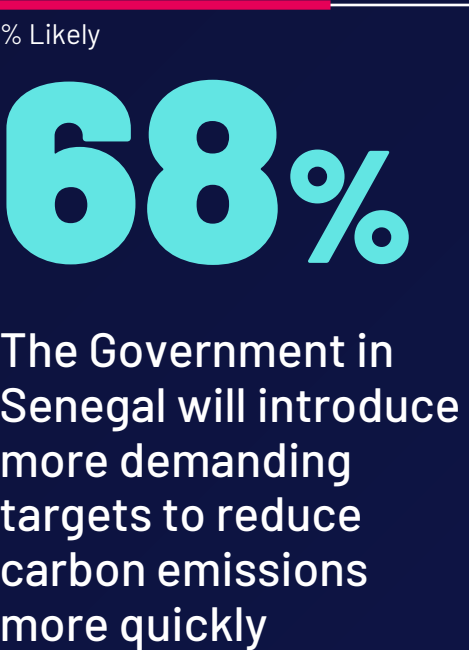
% Likely

78%

There will be more extreme weather events in Senegal in 2026 than there were in 2025



With these climate concerns in mind, many anticipate stronger government action on carbon-emission targets



By Gender



By Age



By Income Level



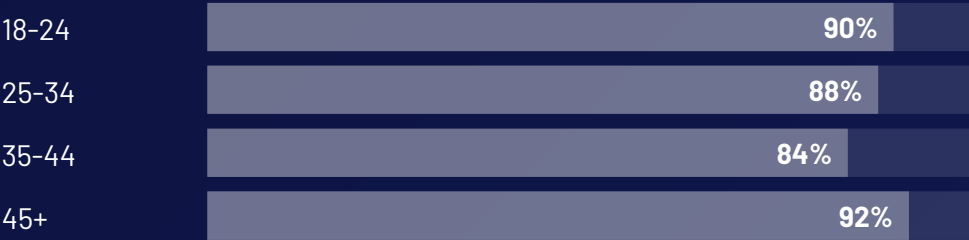
Moreover, there is widespread expectation that cities will become cleaner and less congested



By Gender



By Age



By Income Level



Alongside these expectations, many are hopeful for a breakthrough technology that could help halt climate change

% Likely

69%

There will be a breakthrough technology developed which will halt climate change

By Gender



By Age



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2026

08

When it comes to digital transformation, public services are expected to become simpler

% Likely

87%

Administrative procedures will be simplified through the digitization of public services

By Gender



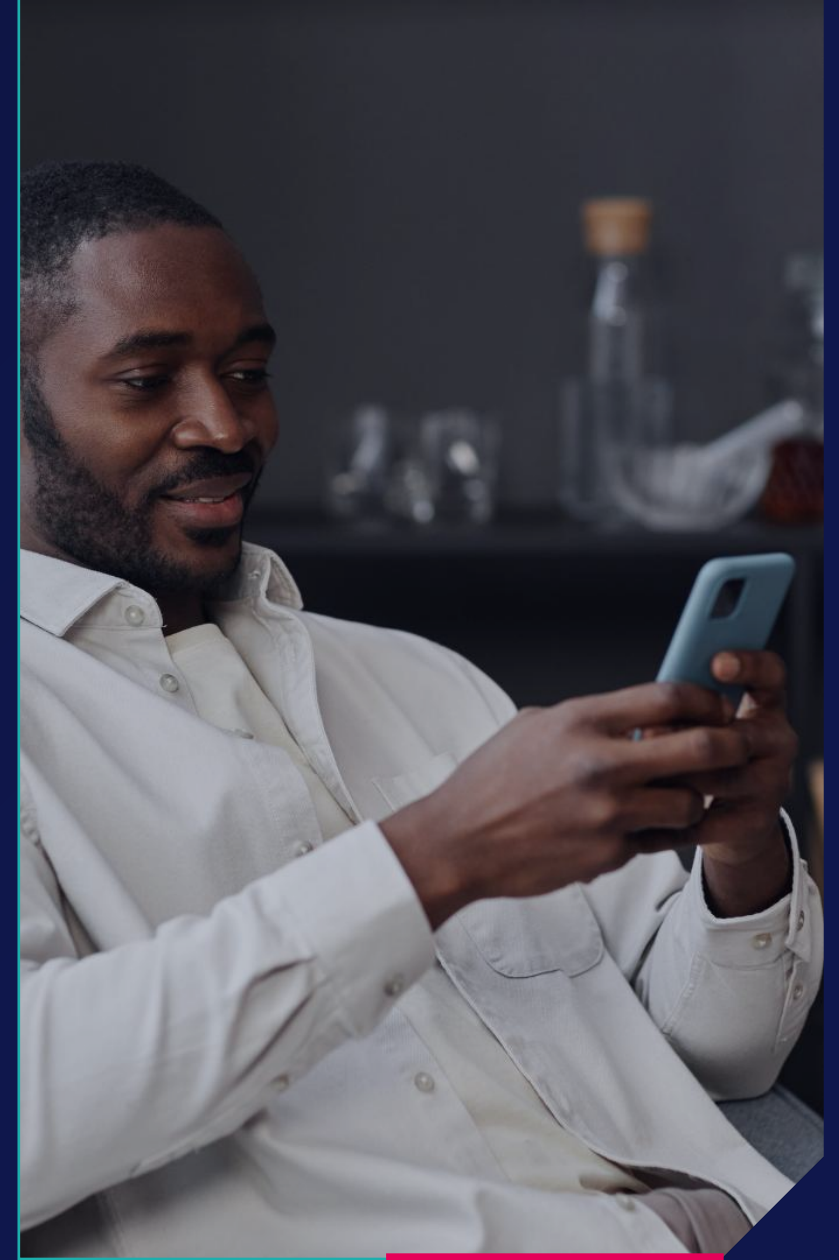
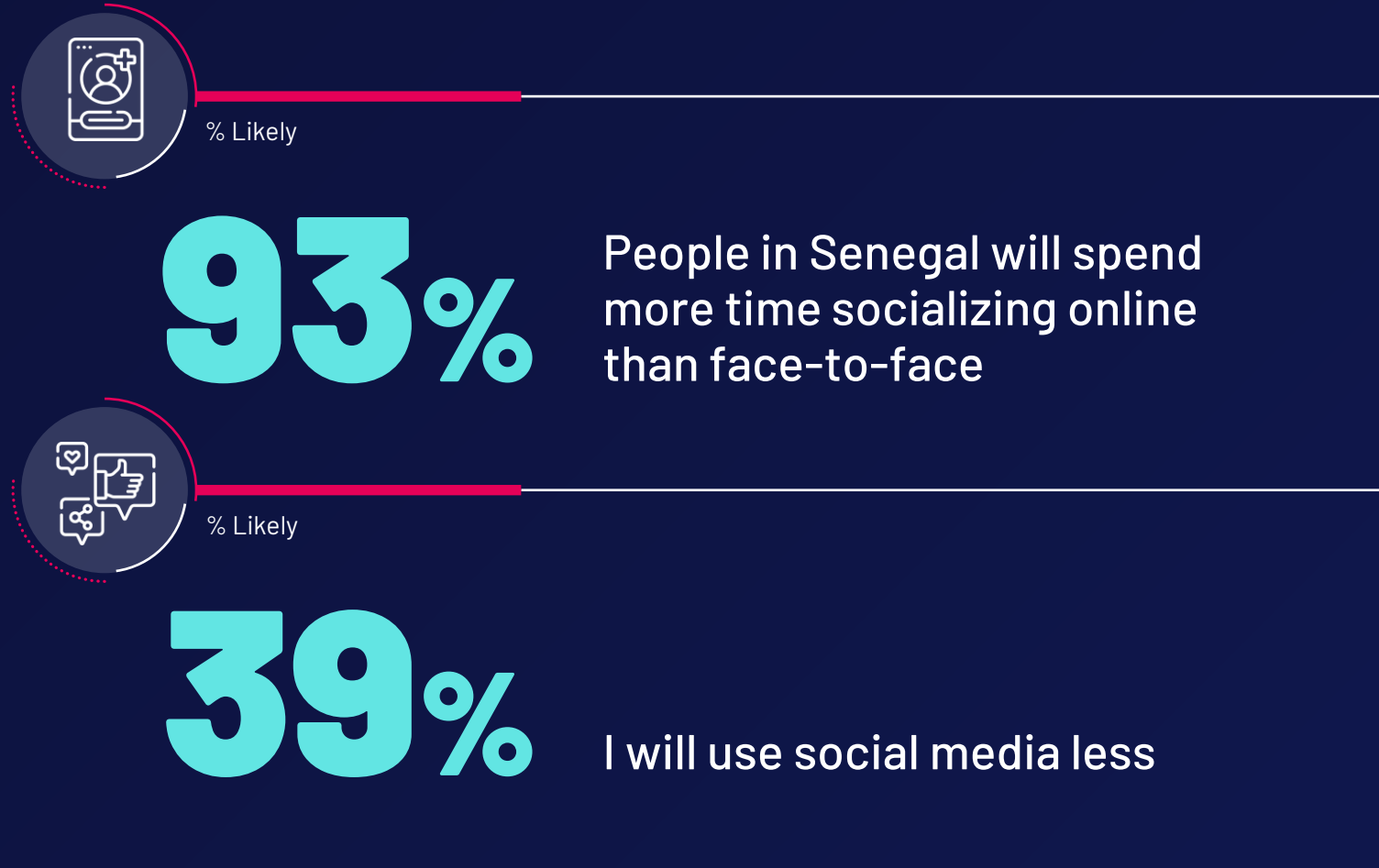
By Age



By Income Level

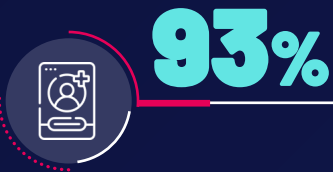


The social effects of technology are mixed, with the majority expecting more online engagement while some plan to scale back social media use



Expectations for technology

% Likely - by demographics



People in Senegal will spend more time socializing online than face-to-face

I will use social media less

Male	93%	40%
Female	93%	38%
18 - 24	94%	33%
25 - 34	93%	40%
35 - 44	94%	35%
45+	90%	48%
Upper Income	85%	48%
Middle Income	96%	39%
Lower Income	88%	35%

When it comes to artificial intelligence, it is seen as both an opportunity and a risk, with expectations for job creation and job losses

71%

% Likely

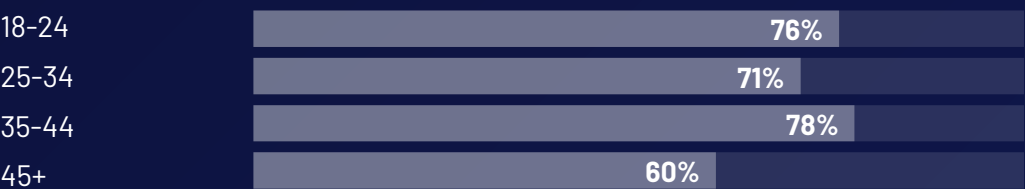
Artificial intelligence will lead to many new jobs being lost in Senegal



By Gender



By Age



By Income Level



60%

% Likely

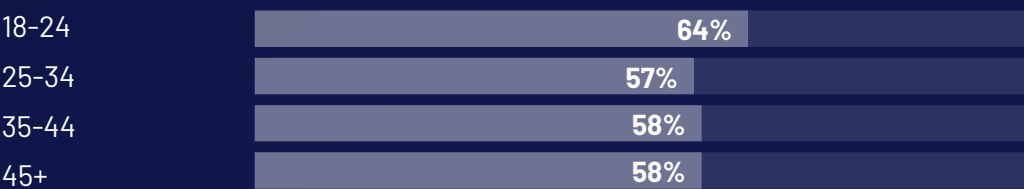
Artificial intelligence will lead to many new jobs being created in Senegal



By Gender



By Age



By Income Level



And beyond employment, concerns extend to content authenticity and personal-data exposure

76%

% Likely

AI will increase the risk of personal data being exposed or leaked in 2026



By Gender

Male	79%
Female	73%

By Age

18-24	75%
25-34	80%
35-44	80%
45+	68%

By Income Level

Upper Income	75%
Middle Income	80%
Lower Income	61%

75%

% Likely

By 2026, most people will have trouble telling real content from AI-generated content



By Gender

Male	75%
Female	76%

By Age

18-24	76%
25-34	79%
35-44	76%
45+	70%

By Income Level

Upper Income	81%
Middle Income	79%
Lower Income	60%

With rising concerns, people expect stronger rules and more active government involvement in overseeing major tech companies

% Likely

77%

Strict rules for large technology companies will be introduced by the Government in Senegal

By Gender



By Age



By Income Level



EXPECTATIONS FOR THE 2026 WORLD CUP

09

Looking ahead to the World Cup, 2 in 3 foresee a team claiming the title for the first time

% Likely

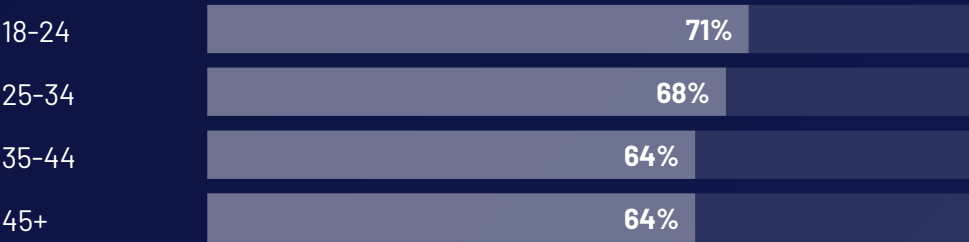
67%

In 2026, a team that has never won the World Cup title before, will win it for the first time

By Gender



By Age



By Income Level



PAST & FUTURE RESOLUTIONS

10

The majority entered 2025 with clear goals in mind, setting resolutions for what they wanted to achieve

87%

Had set resolutions for things they wanted to accomplish in 2025

By Gender



By Age



By Income Level



But success varied, although many made meaningful progress, some experienced limited success and a notable share fell short of their ambitions

Success in achieving 2025 goals set



As 2026 approaches, nearly all are planning to set personal resolutions

96%

Will set personal resolutions to accomplish specific goals in 2026

By Gender



By Age

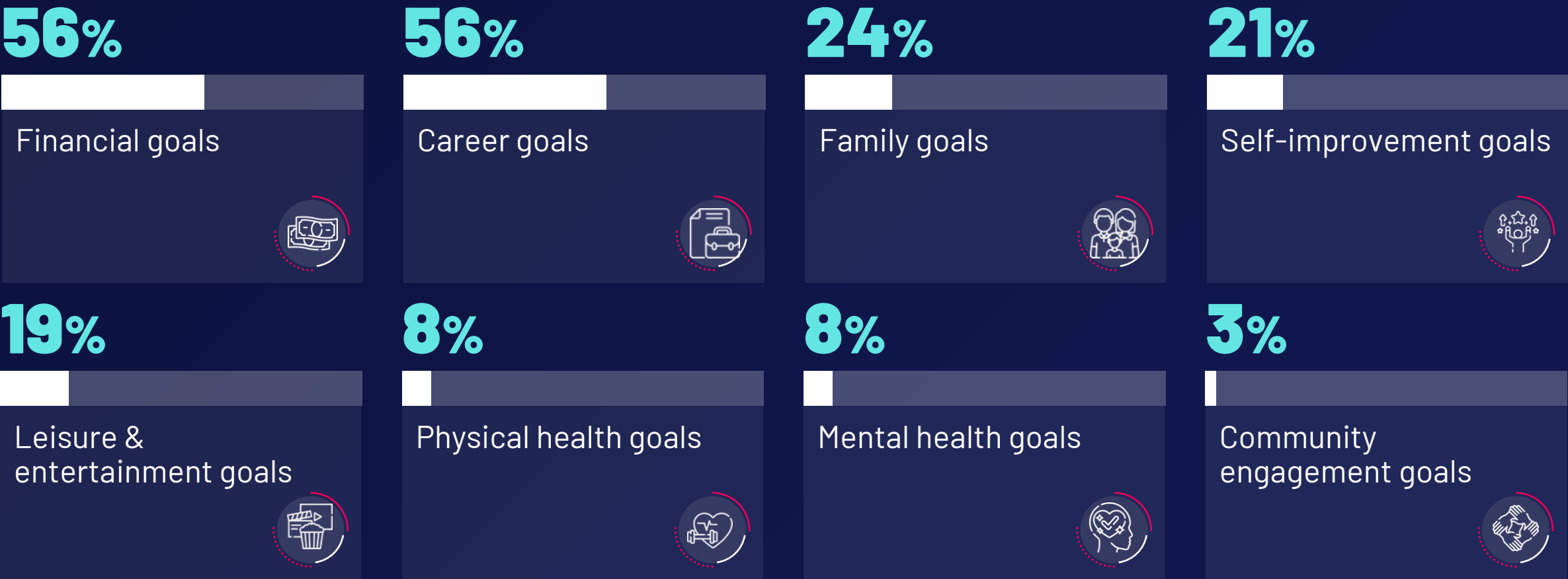


By Income Level



With goals focused primarily on financial and career ambitions, followed by family and self-improvement goals

Types of personal goals for 2026



Sample and methodology

Sample size

512 respondents

Sample criteria

General public: representative of the population of Dakar across gender, age (18+) and SECs

Methodology

The survey was conducted via computer aided personal interviews

Geographical coverage

Conducted in Dakar, across the five administrative areas: Dakar, Pikine, Rufisque, Guédiawaye, and Keur Massar

FOR MORE INFORMATION

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