

PREDICTIONS 2026



Senegal Edition

December 2025

Table of contents

01

Overall expectations
for 2026

02

Expectations for world
affairs in 2026

03

Expectations for
society in 2026

04

Expectations for the
economy in 2026

05

Expectations for the
workplace in 2026

06

Expectations
for tourism in 2026

07

Expectations for the
environment in 2026

08

Expectations for
technology in 2026

09

Expectations for the
2026 World Cup

10

Past & future
resolutions



OVERALL EXPECTATIONS FOR 2026

01

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

% Agree

94%

I am optimistic that 2026 will be a better year for me than it was in 2025

By Gender

Male

92%

Female

95%

By Age

18-24

97%

25-34

96%

35-44

92%

45+

89%

By Income Level

Upper Income

100%

Middle Income

92%

Lower Income

96%



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



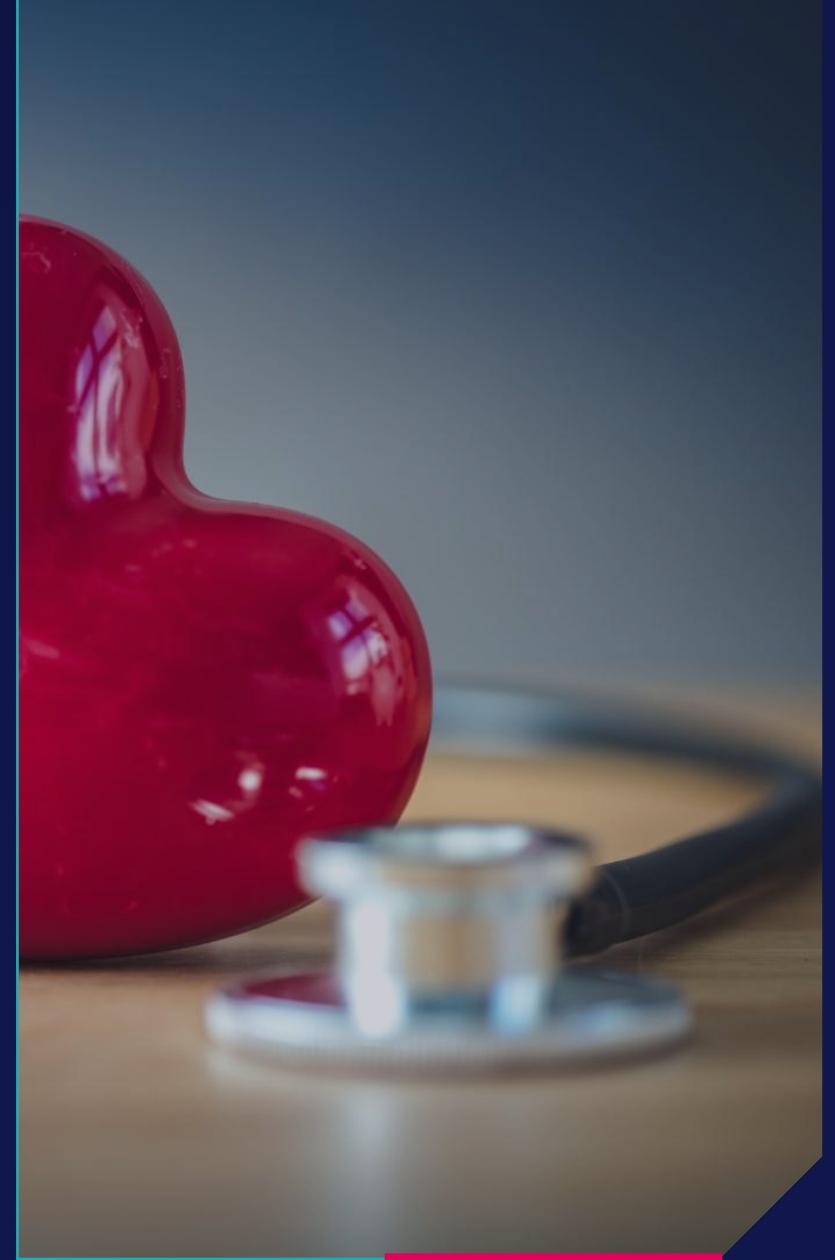
96%

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



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

Male

81%

Female

81%

By Age

18-24

78%

25-34

81%

35-44

83%

45+

85%

By Income Level

Upper Income

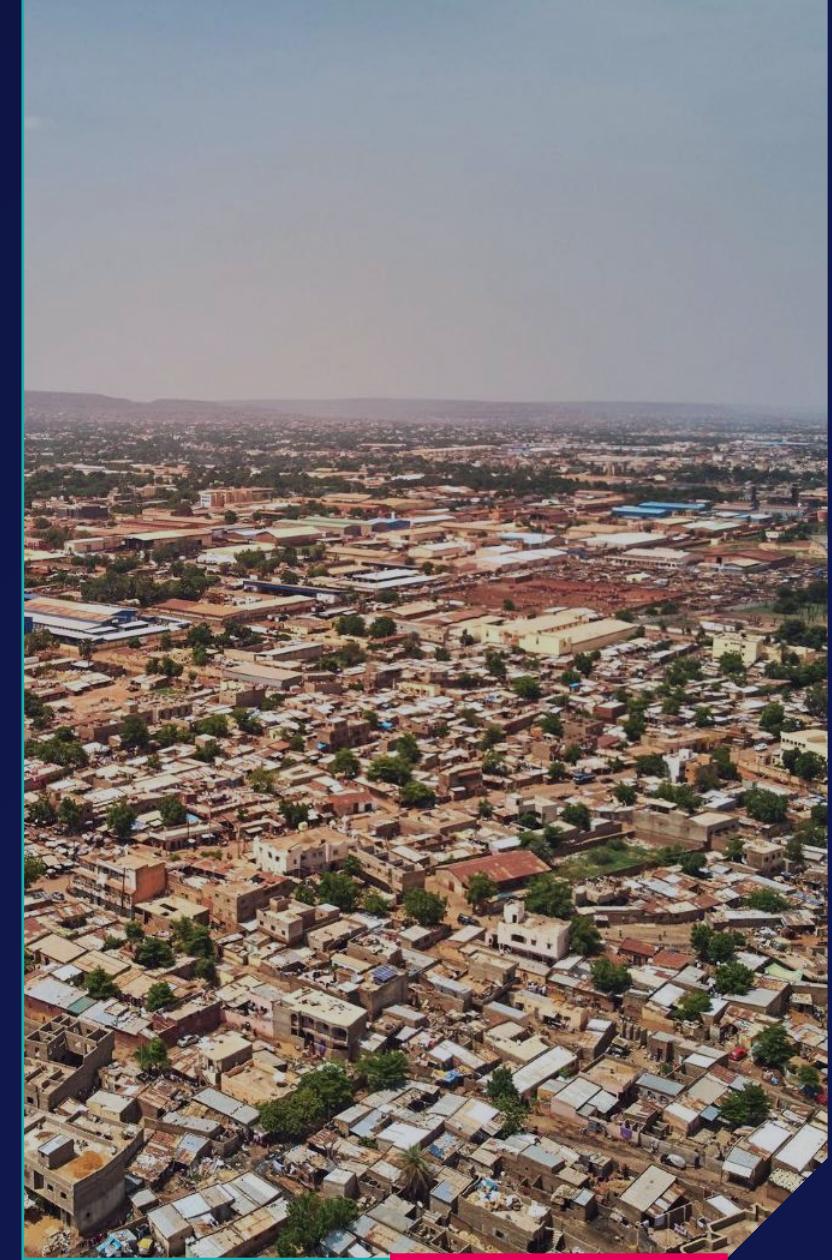
58%

Middle Income

84%

Lower Income

84%



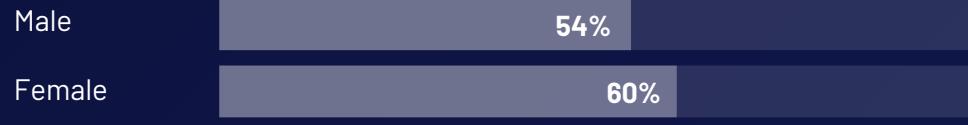
Against that, over half believe the world will be a safer place in 2026

% Likely

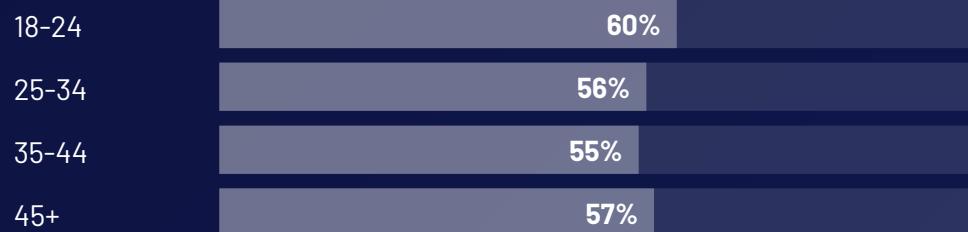
57%

The world will be a safer place in 2026

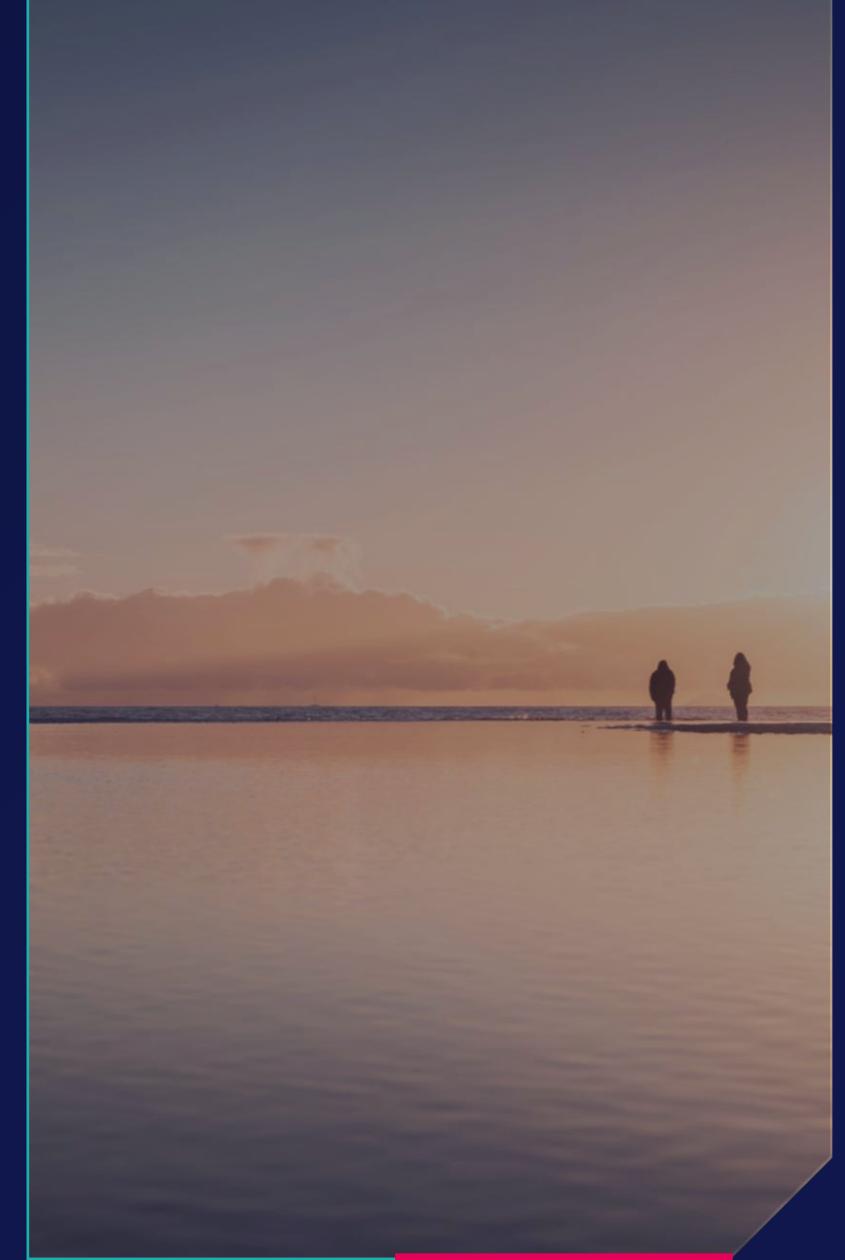
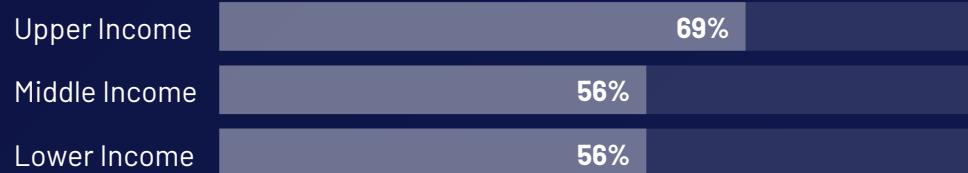
By Gender



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



% Likely

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

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

% Likely

80%

Access to education will be improved compared to 2025 in Senegal

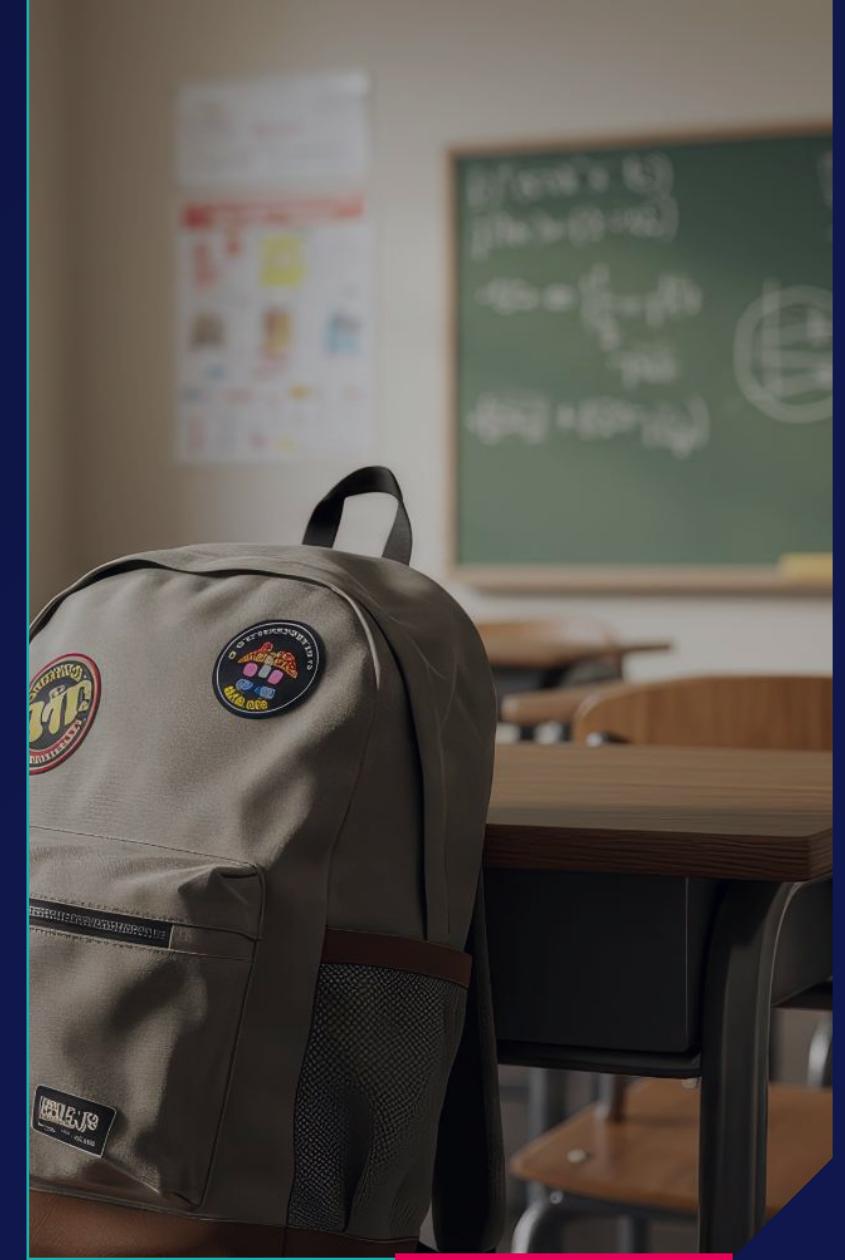
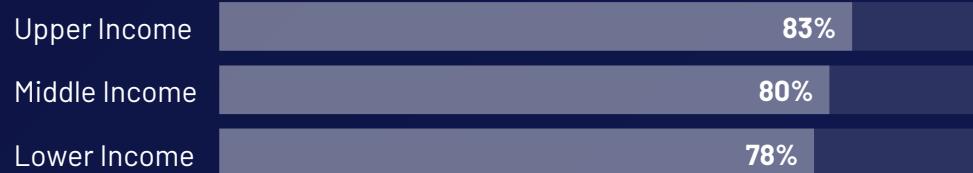
By Gender



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%

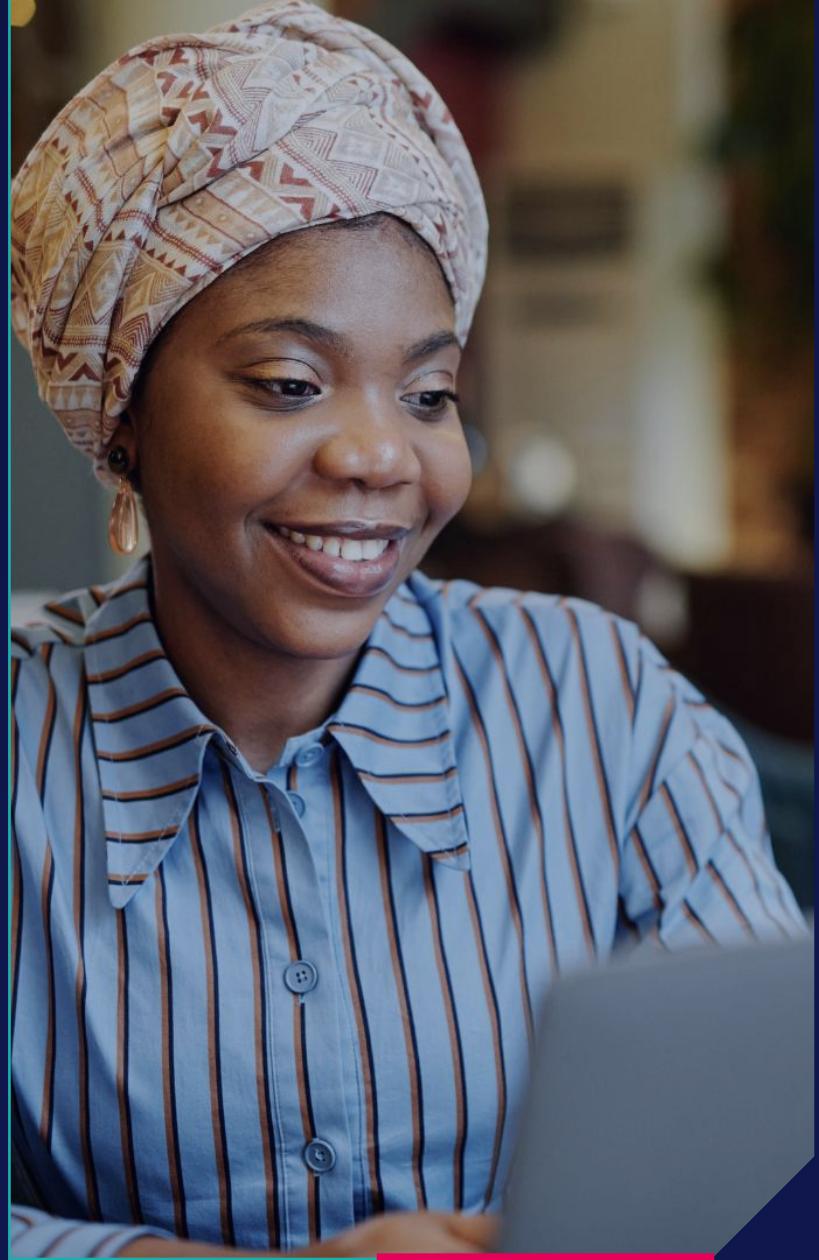
Senegal will see an increase in the participation of women in leadership roles



% Likely

76%

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



Expectations for gender equality and leadership

% Likely - by demographics



86%

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



76%

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%



EXPECTATIONS FOR THE ECONOMY IN 2026

04

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%

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

% Agree

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%

Major stock markets around the world will crash

% Likely

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

Male

74%

Female

76%

By Age

18-24

78%

25-34

79%

35-44

68%

45+

74%

By Income Level

Upper Income

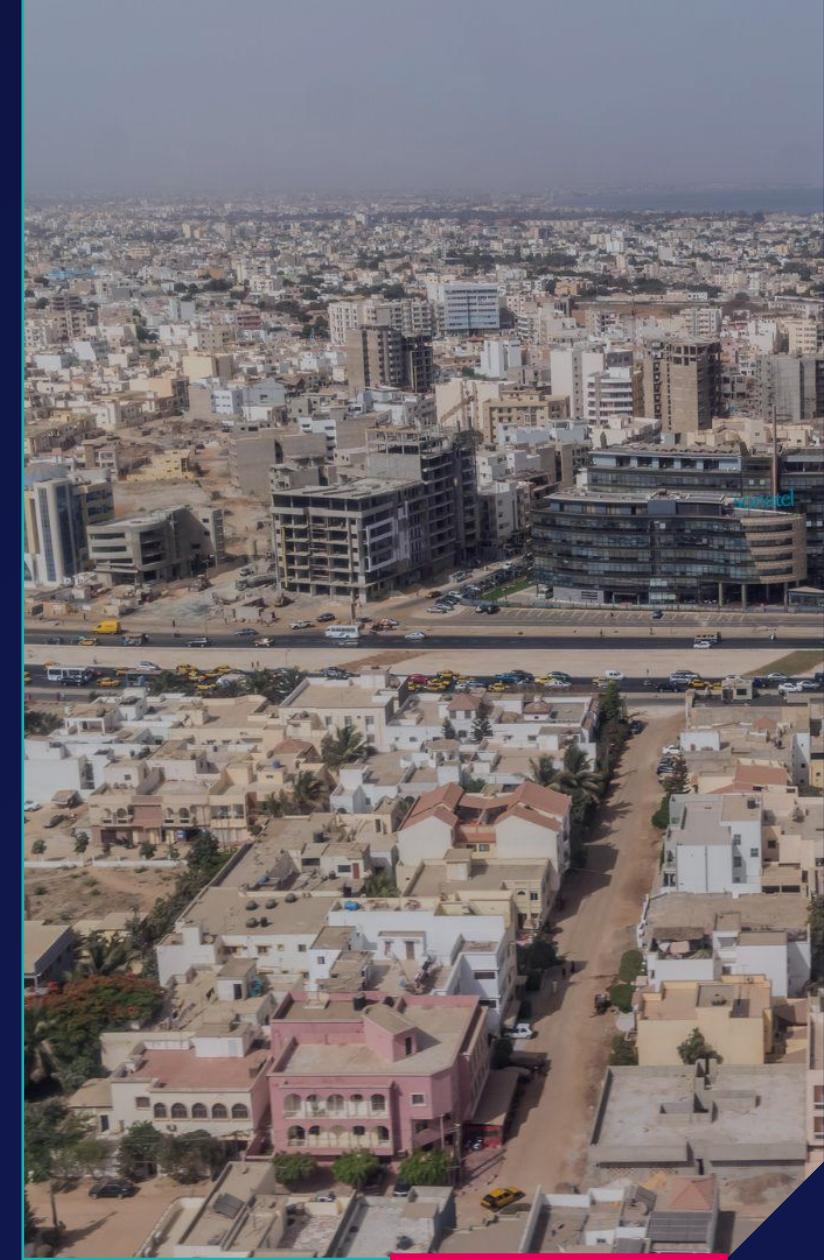
87%

Middle Income

74%

Lower Income

73%



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



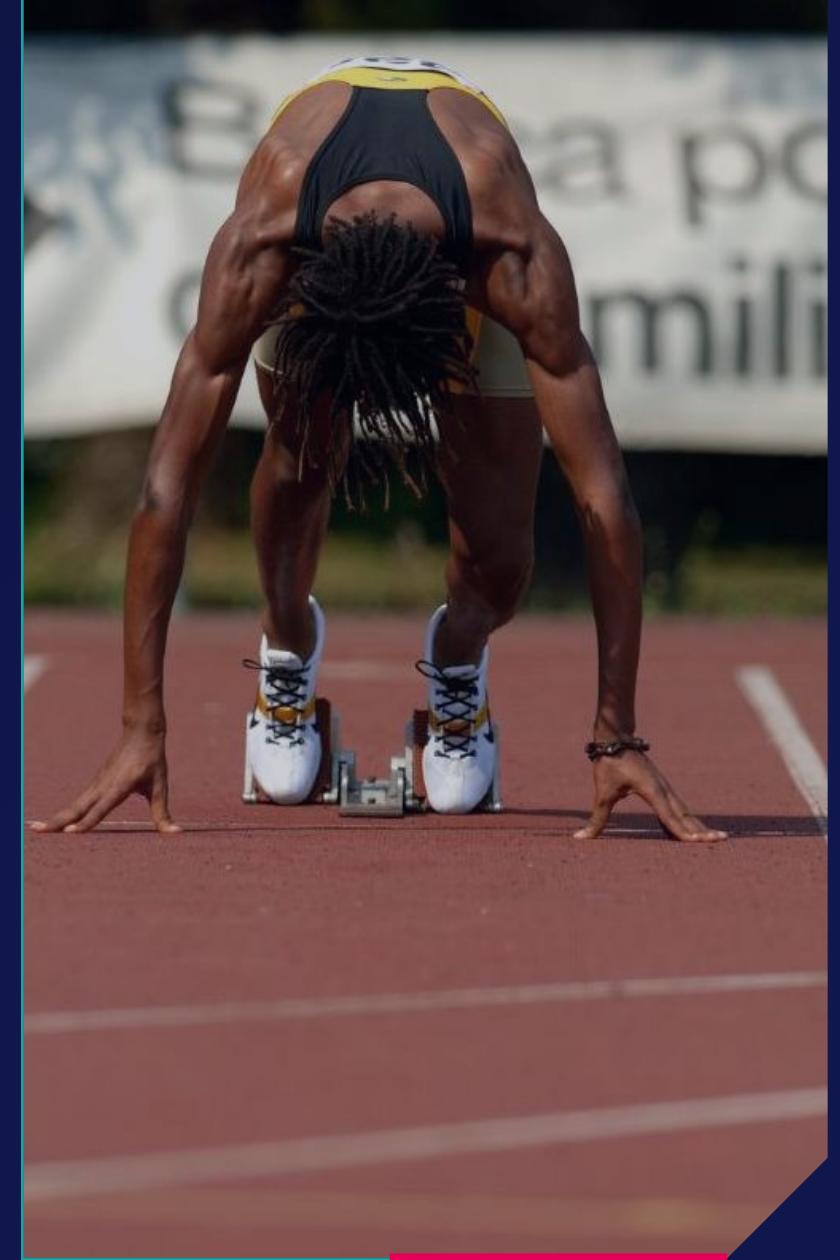
84%

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



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



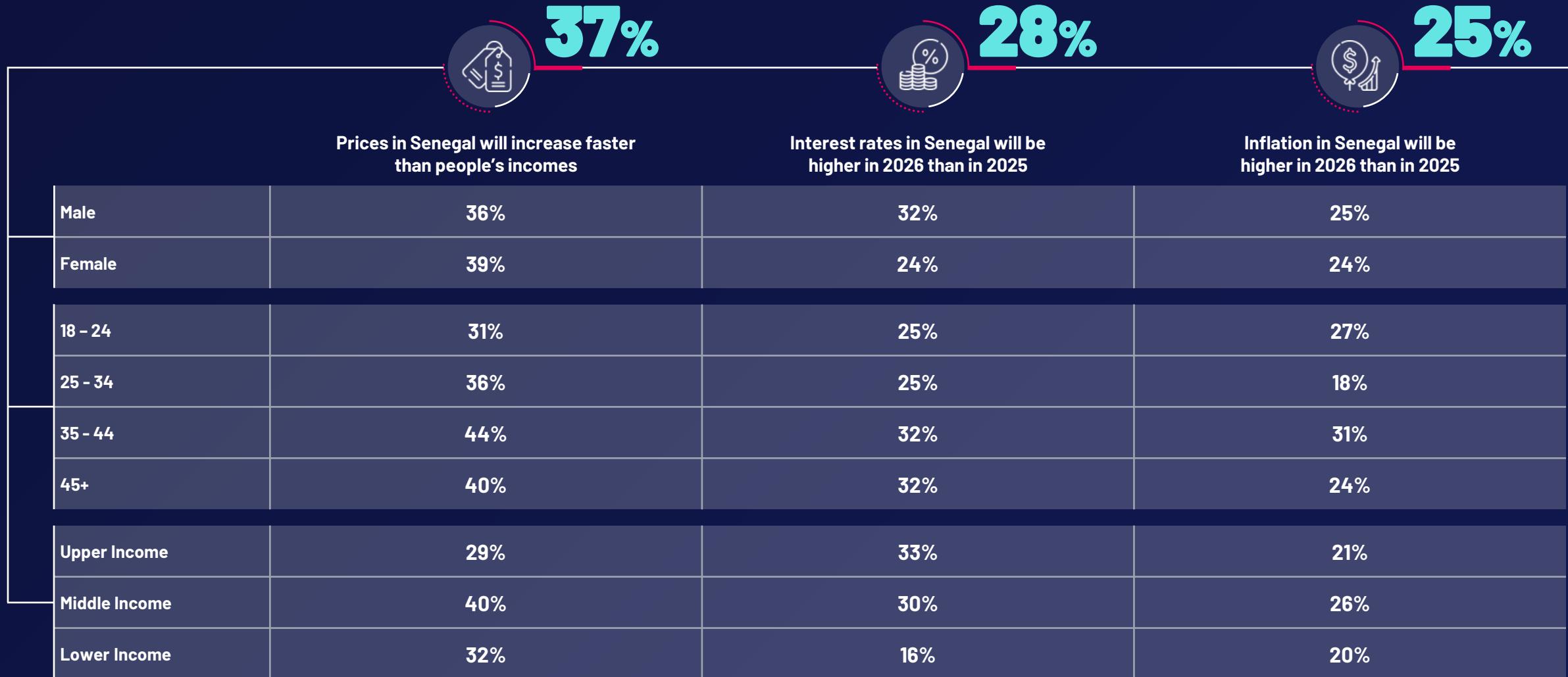
25%

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

Male

32%

Female

38%

By Age

18-24

32%

25-34

33%

35-44

44%

45+

33%

By Income Level

Upper Income

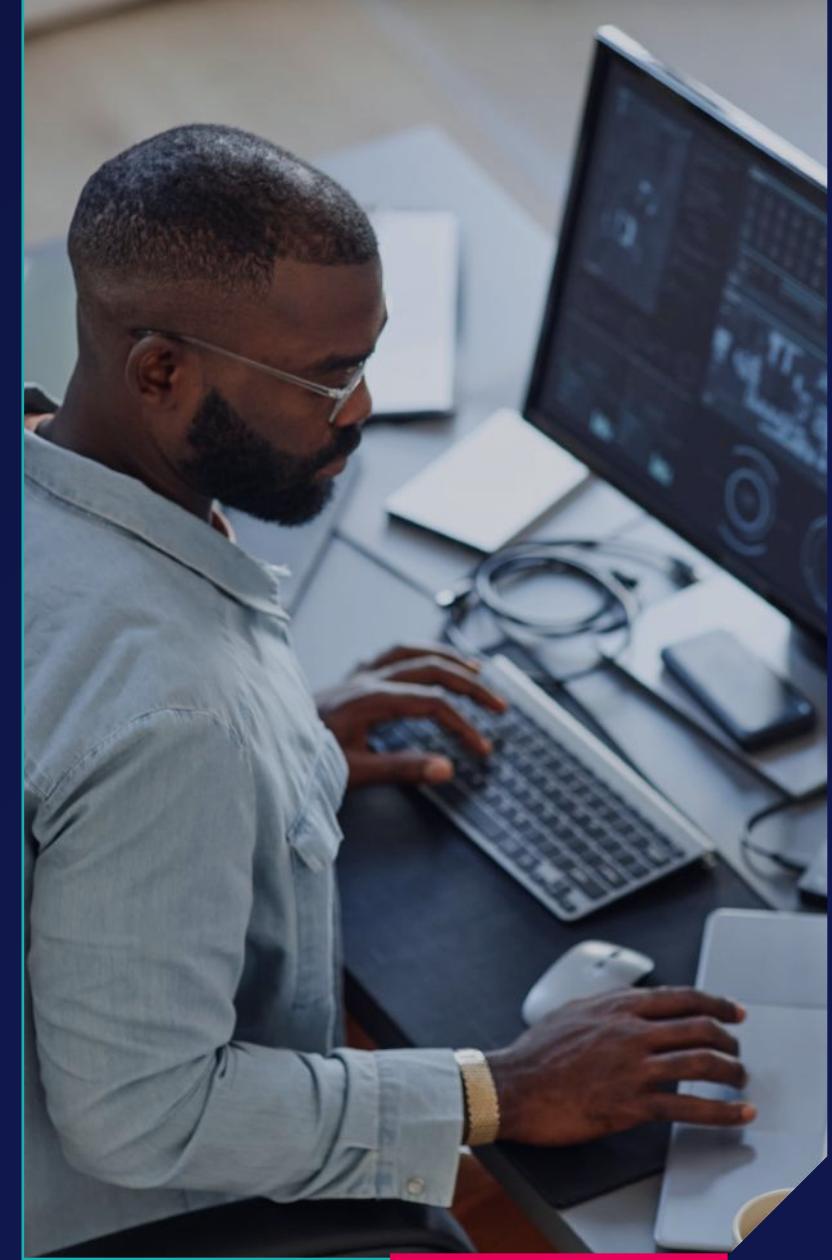
44%

Middle Income

34%

Lower Income

37%



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

% Likely

35%

My personal financial situation will improve in 2026

By Gender

Male

36%

Female

34%

By Age

18-24

39%

25-34

37%

35-44

34%

45+

29%

By Income Level

Upper Income

40%

Middle Income

36%

Lower Income

30%





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%

% Likely

The price of gold will reach unprecedented high levels in 2026



32%

% Likely

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



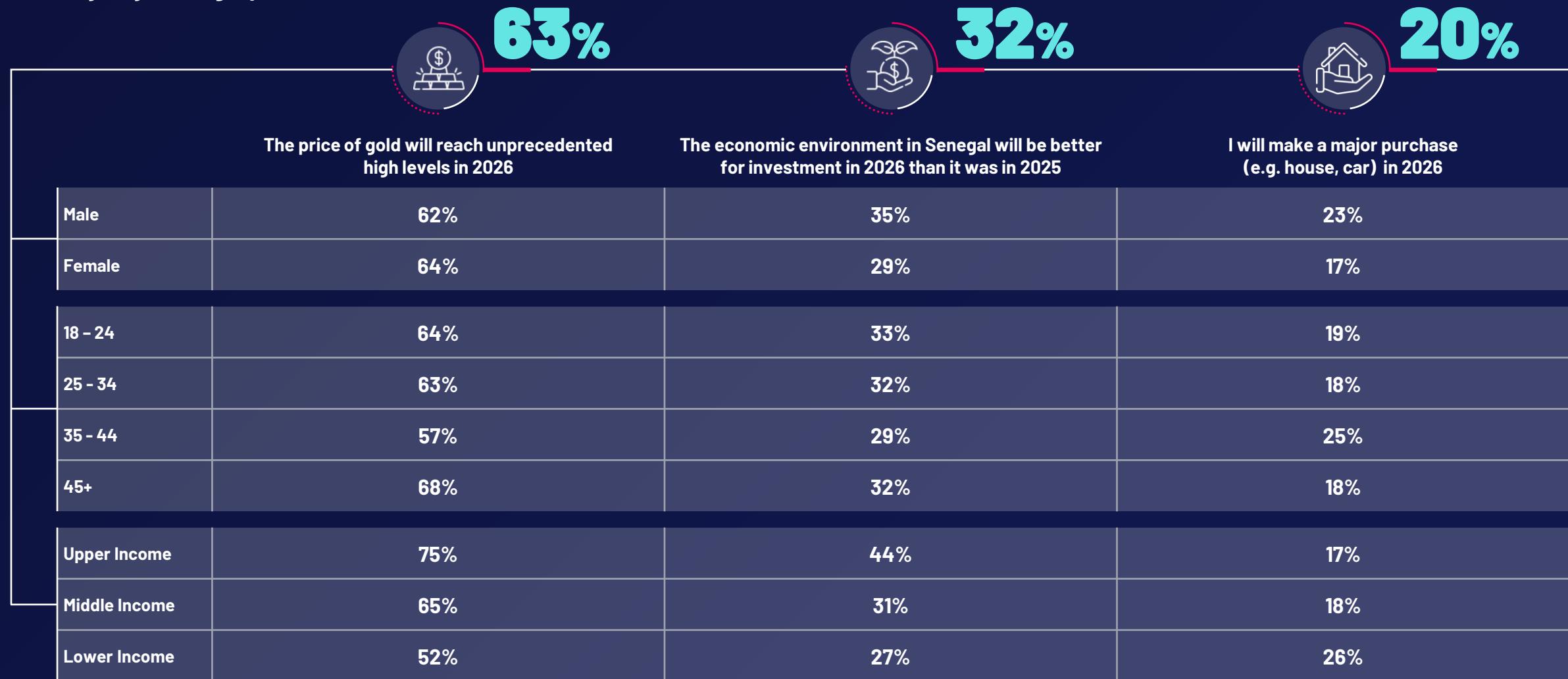
20%

% Likely

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

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%



EXPECTATIONS FOR THE WORKPLACE IN 2026

05

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

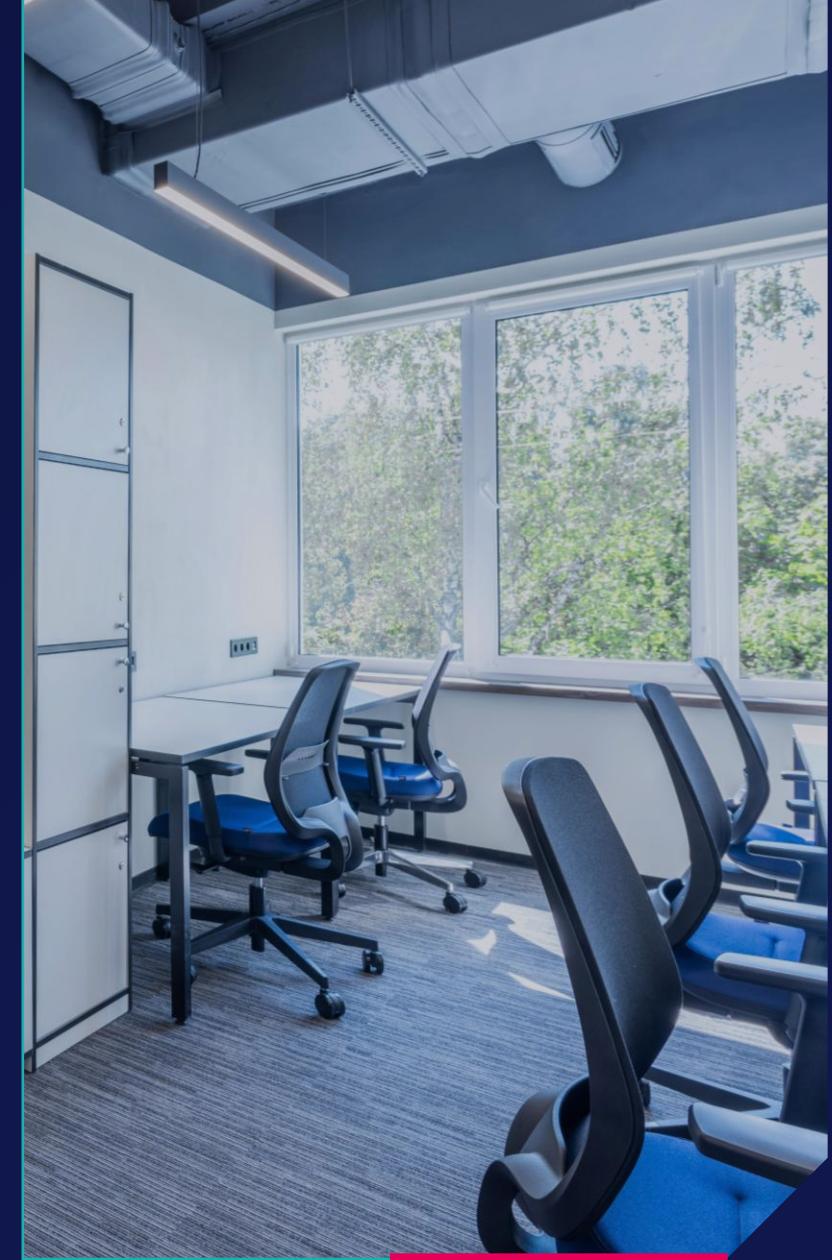
77%

Middle Income

60%

Lower Income

56%



EXPECTATIONS FOR TOURISM IN 2026

06

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

% Likely

32%

More tourists will enter Senegal in 2026 compared to 2025

By Gender

Male

32%

Female

32%

By Age

18-24

37%

25-34

35%

35-44

25%

45+

30%

By Income Level

Upper Income

42%

Middle Income

32%

Lower Income

29%



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

Male

92%

Female

90%

By Age

18-24

90%

25-34

89%

35-44

95%

45+

90%

By Income Level

Upper Income

87%

Middle Income

92%

Lower Income

88%



EXPECTATIONS FOR THE ENVIRONMENT IN 2026

07

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

% Likely

68%

The Government in Senegal will introduce more demanding targets to reduce carbon emissions more quickly

By Gender

Male

68%

Female

68%

By Age

18-24

71%

25-34

72%

35-44

59%

45+

66%

By Income Level

Upper Income

71%

Middle Income

69%

Lower Income

60%



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

% Likely

88%

Senegal will make its cities cleaner and less congested by 2026

By Gender

Male

88%

Female

89%

By Age

18-24

90%

25-34

88%

35-44

84%

45+

92%

By Income Level

Upper Income

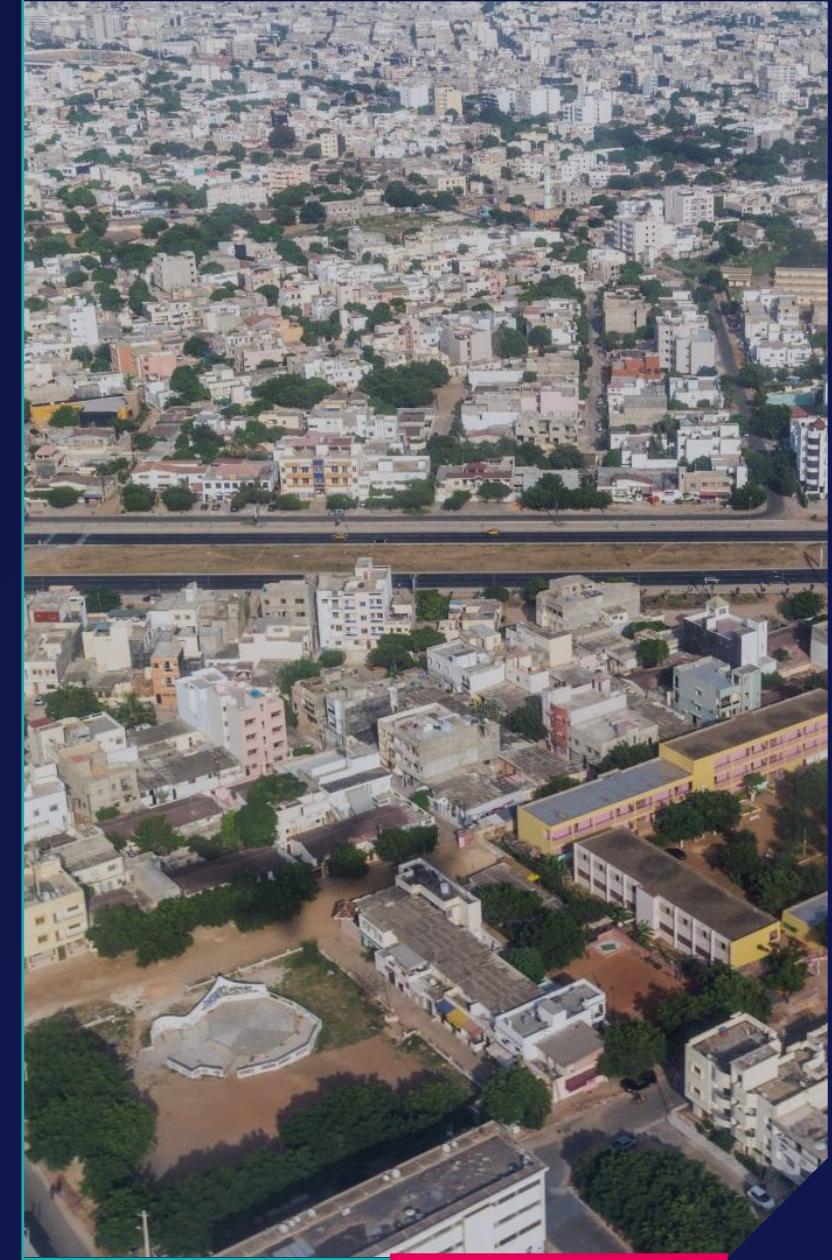
88%

Middle Income

90%

Lower Income

85%



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

Male

68%

Female

70%

By Age

18-24

69%

25-34

70%

35-44

68%

45+

68%

By Income Level

Upper Income

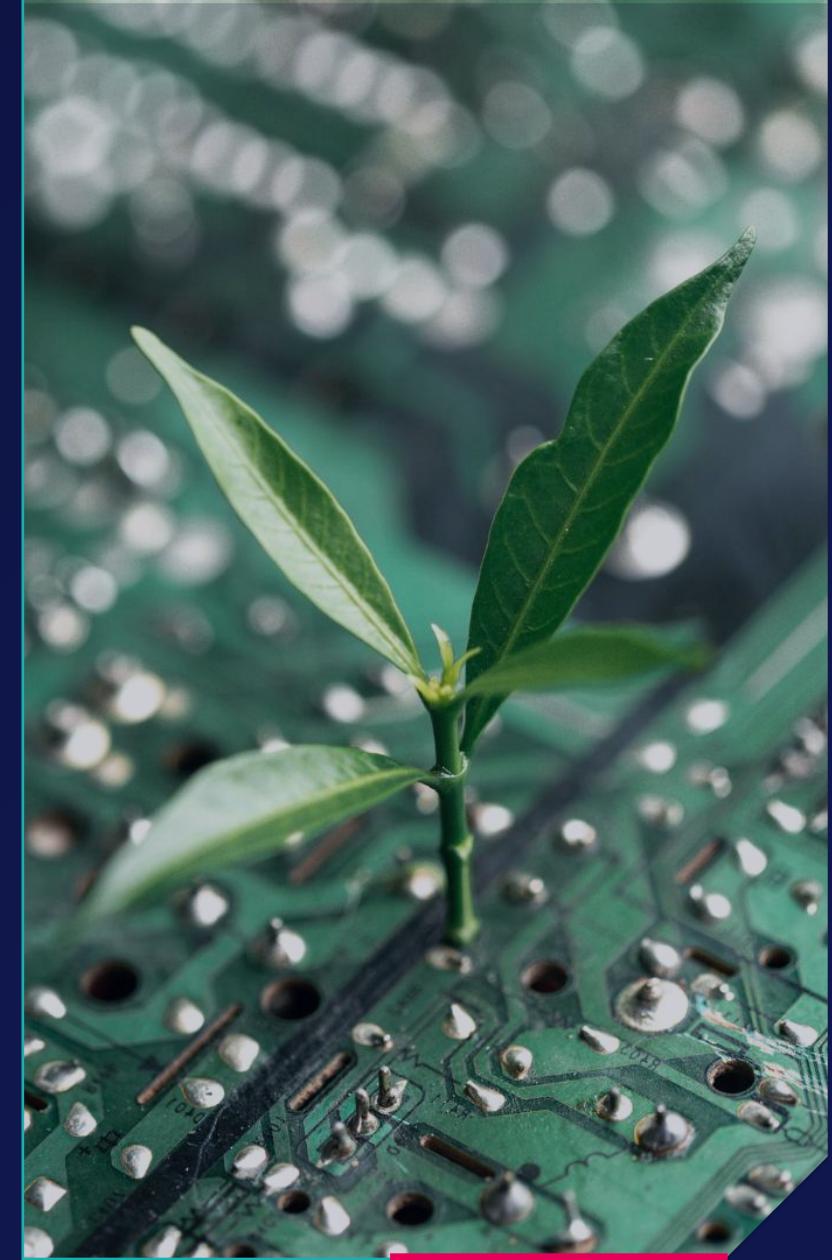
79%

Middle Income

72%

Lower Income

53%



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

Male

89%

Female

85%

By Age

18-24

90%

25-34

85%

35-44

86%

45+

87%

By Income Level

Upper Income

88%

Middle Income

88%

Lower Income

85%



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



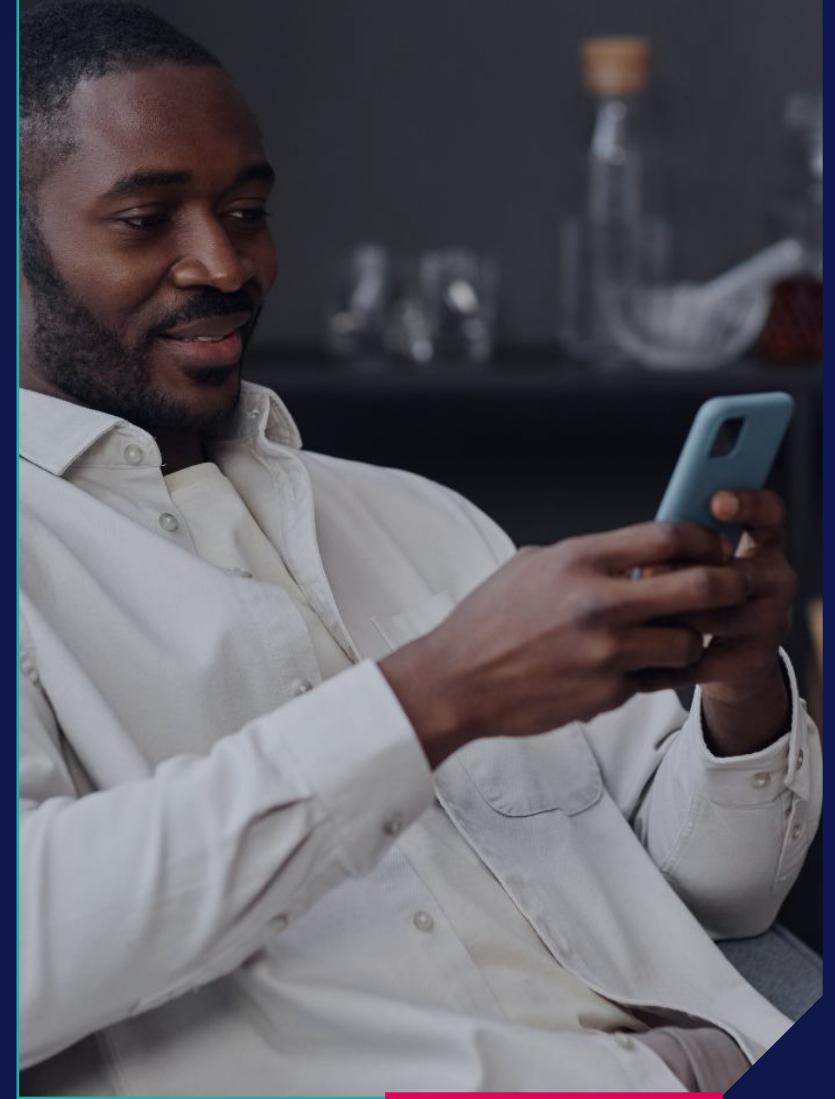
93%

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



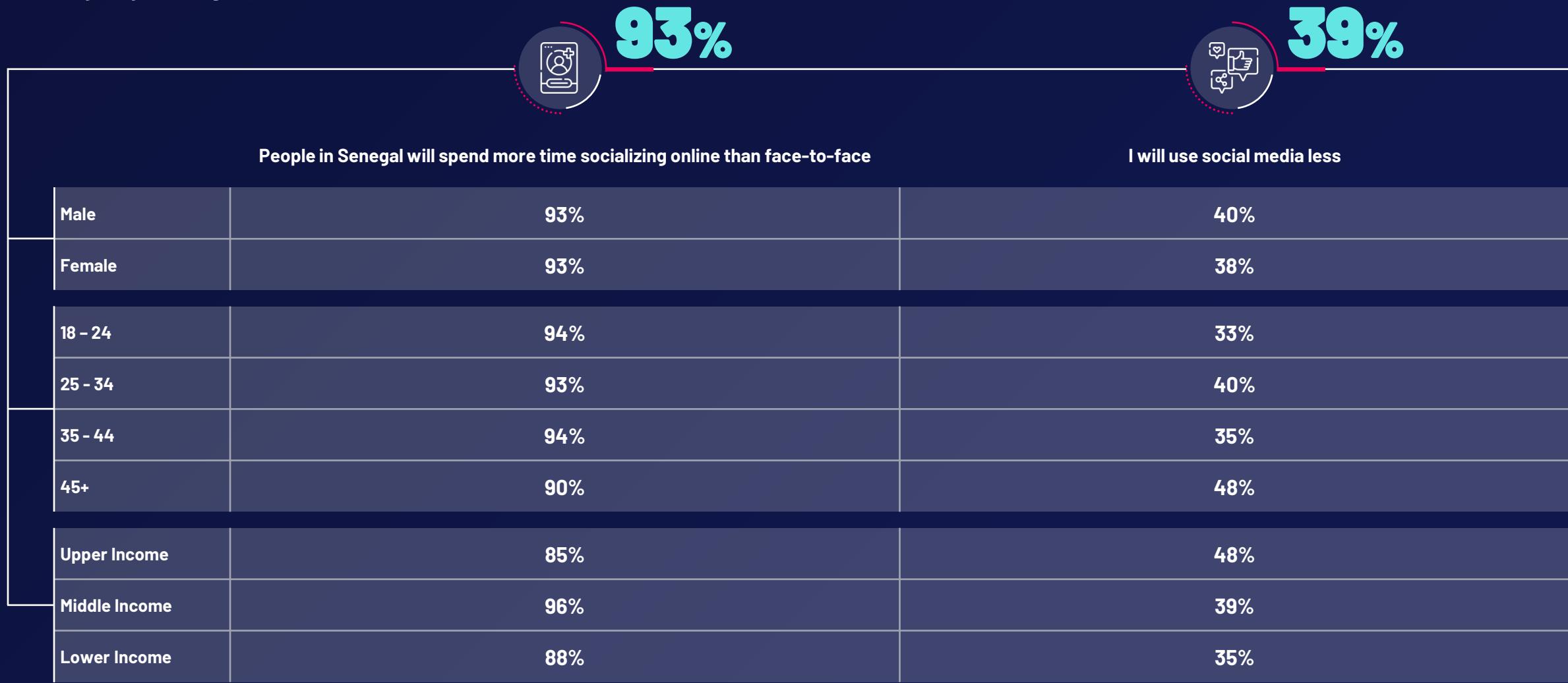
39%

I will use social media less



Expectations for technology

% Likely - by demographics



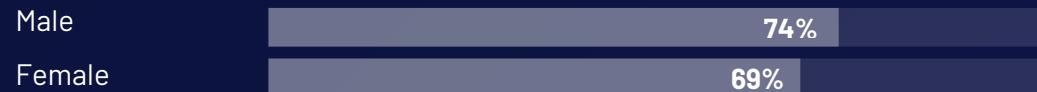
When it comes to artificial intelligence, it is seen as both an opportunity and a risk, with expectations for job creation and job losses

71%

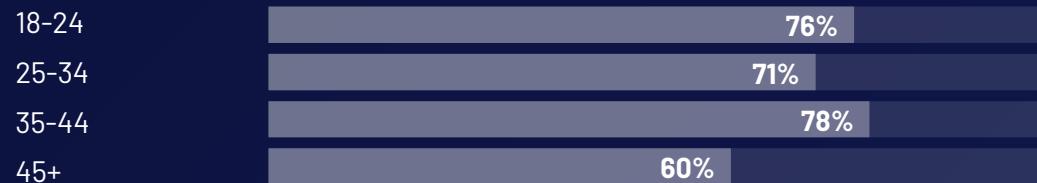
% Likely

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

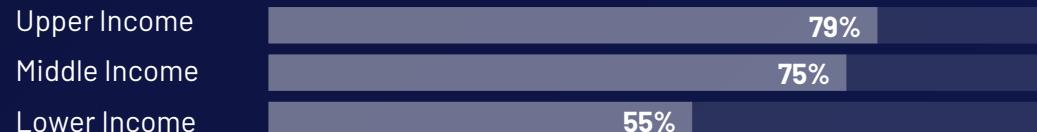
By Gender



By Age



By Income Level

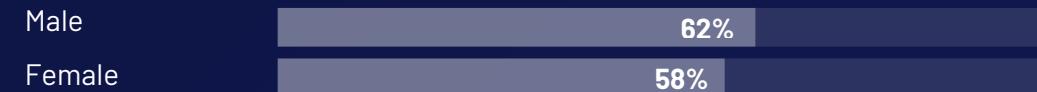


60%

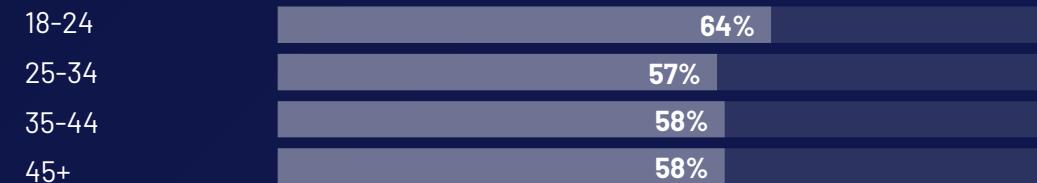
% Likely

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

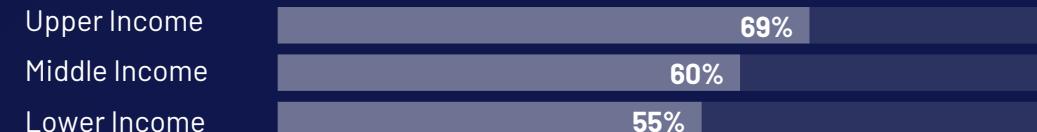
By Gender



By Age



By Income Level



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

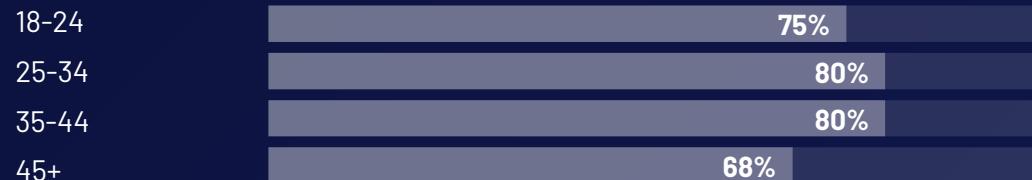
76%
% Likely

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

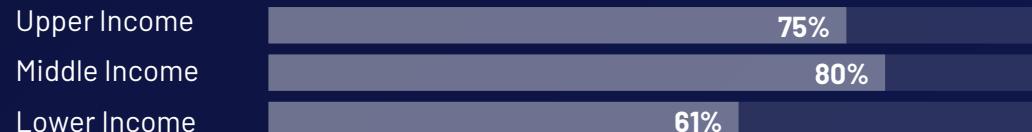
By Gender



By Age



By Income Level



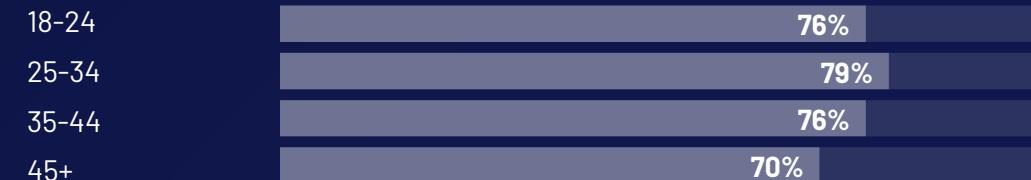
75%
% Likely

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

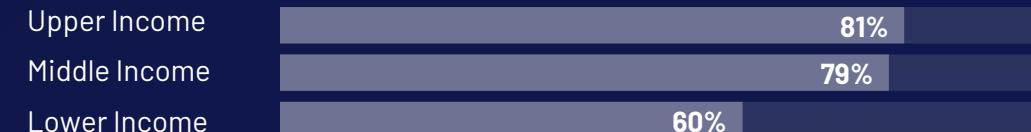
By Gender



By Age



By Income Level



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

Male

80%

Female

75%

By Age

18-24

79%

25-34

76%

35-44

76%

45+

78%

By Income Level

Upper Income

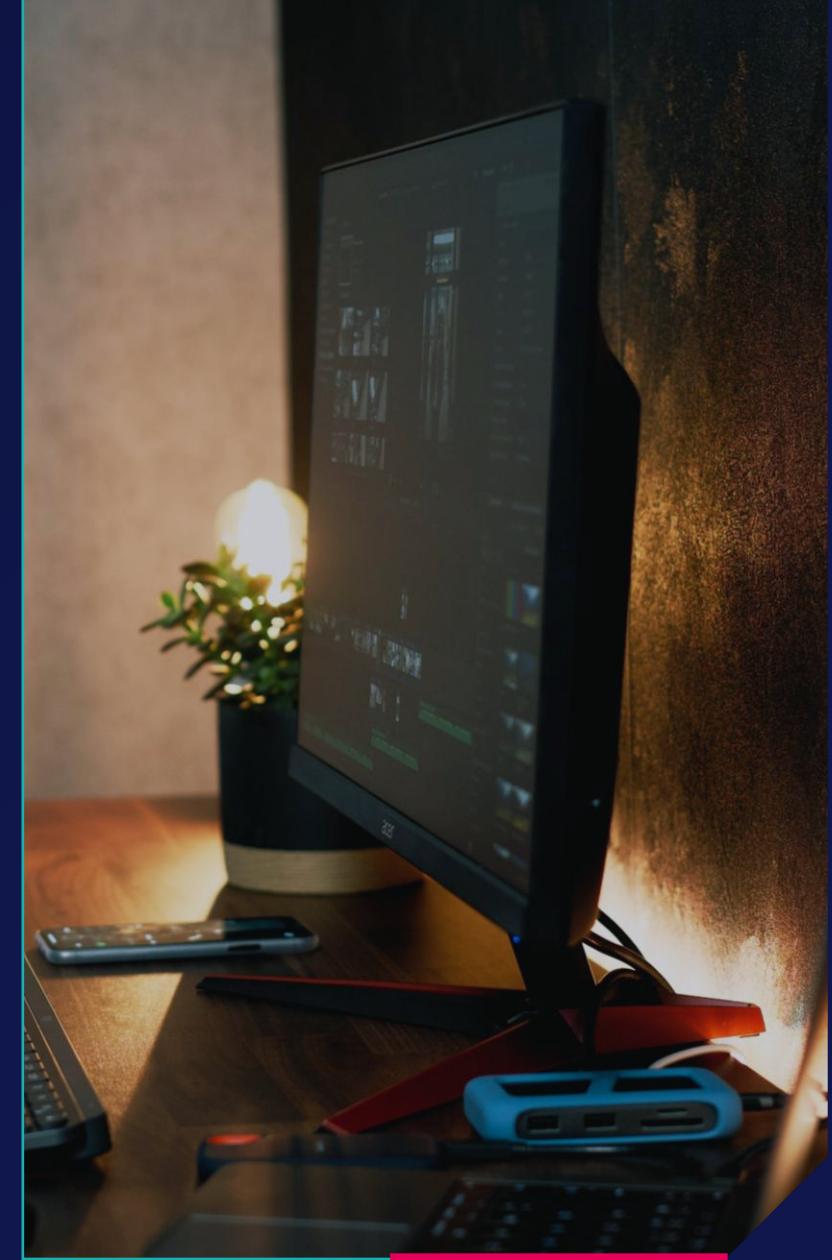
83%

Middle Income

80%

Lower Income

65%



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

Male

62%

Female

72%

By Age

18-24

71%

25-34

68%

35-44

64%

45+

64%

By Income Level

Upper Income

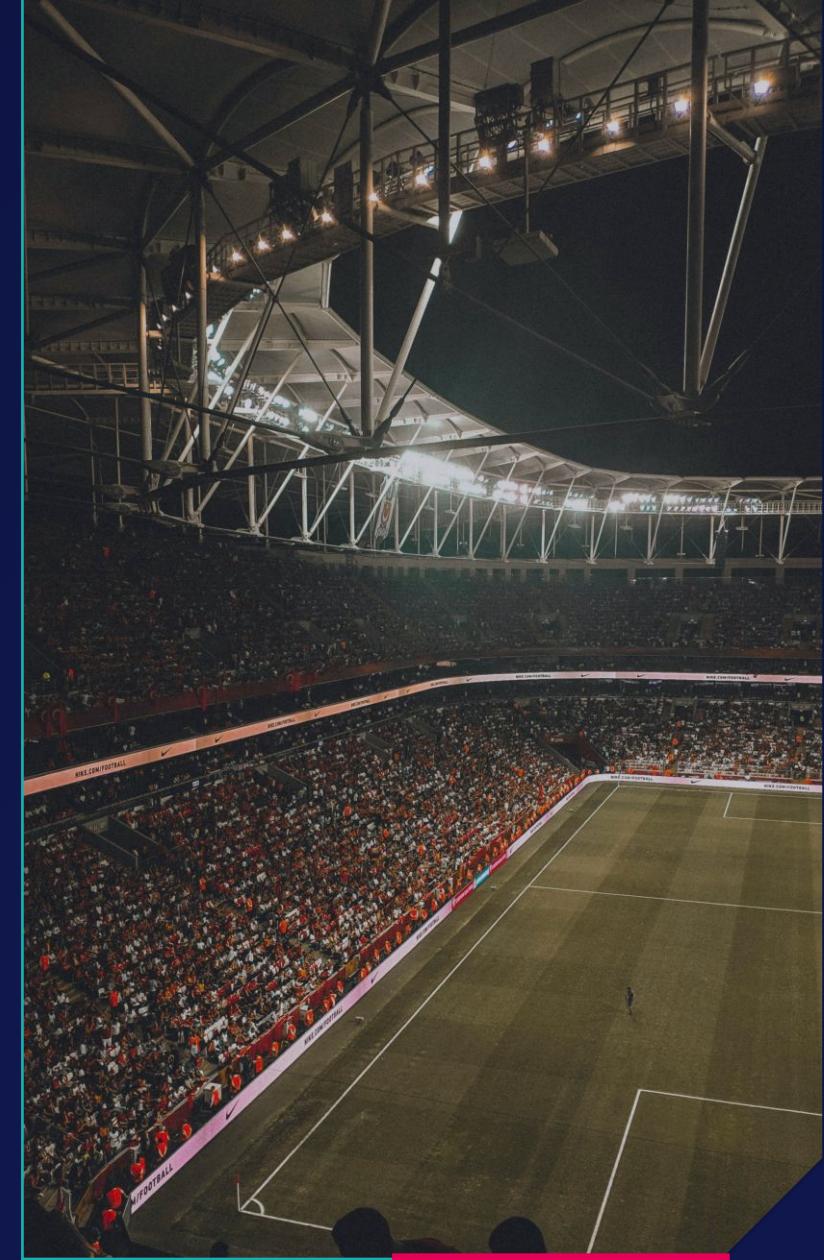
69%

Middle Income

67%

Lower Income

65%



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

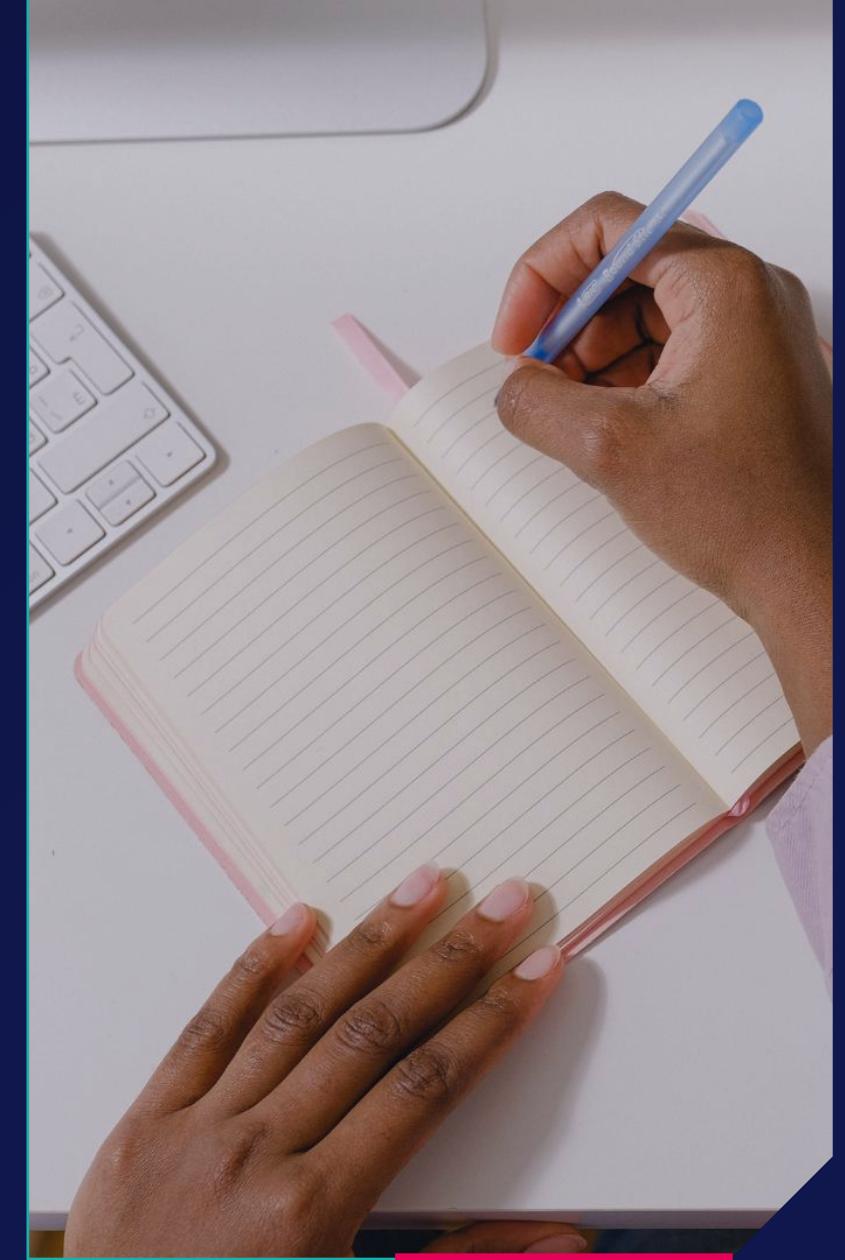
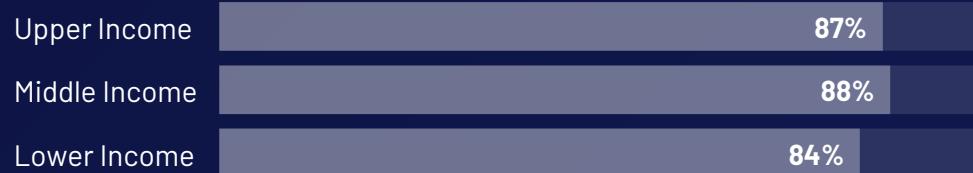
By Gender



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

7%



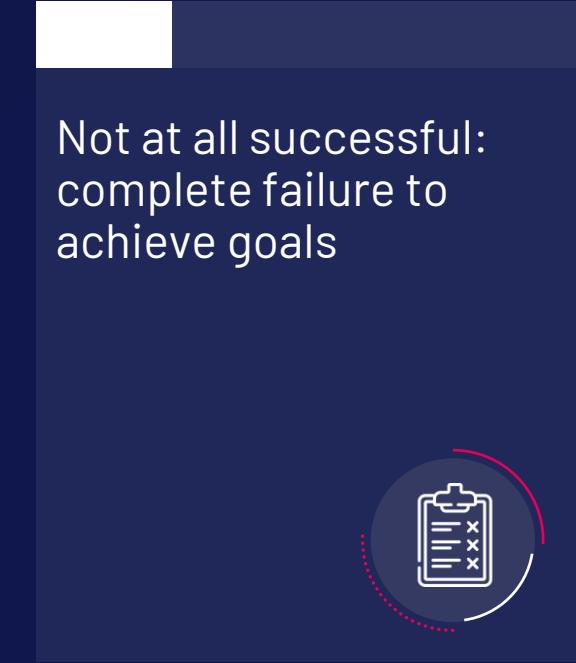
36%



32%



25%



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

96%

Will set personal resolutions to accomplish specific goals in 2026

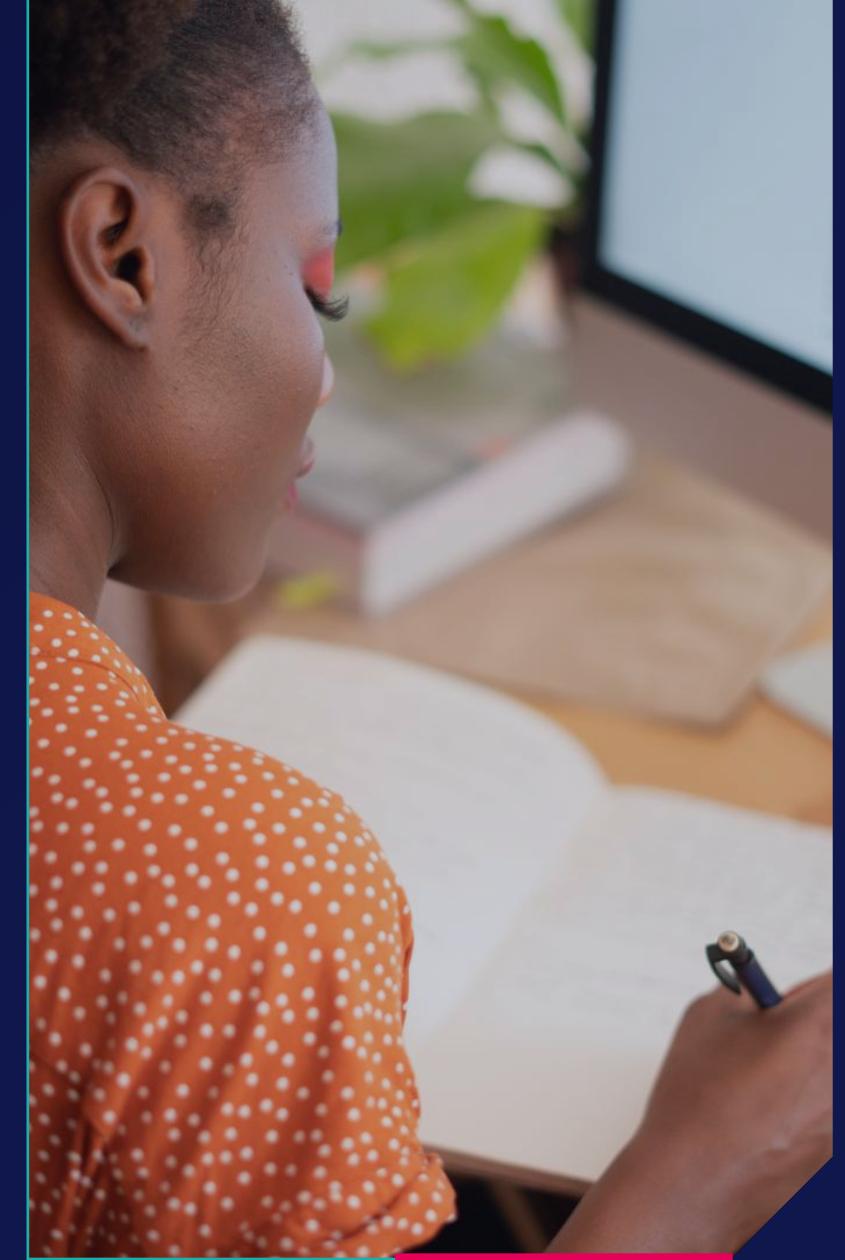
By Gender



By Age

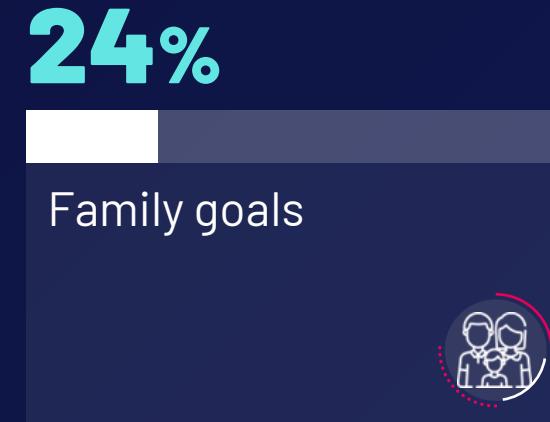
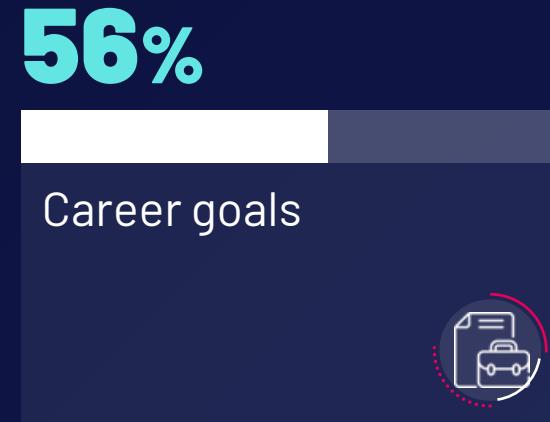


By Income Level



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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