



**Euromonitor  
International**

# Affordability, Value and the Cost of Living: Spotlight on Sub-Saharan Africa

January 2024

## INTRODUCTION

Scope

Key findings

Sub-Saharan Africa as a business frontier for affordability and value

Which consumer markets to explore

## THE COST-OF-LIVING CRISIS IS FAR FROM OVER

Young consumers and the cost-of-living challenge in Africa

Airtel Africa servicing the expanding youth cohort

Jumia in Africa, taking the road less travelled

Forging partnerships to secure the way forward

## VALUE IS MORE THAN JUST A NICE PRICE

Determining value in a highly cost-conscious market

Shoprite winning with localized retail solutions approach

Nile Marketplace: Connecting fresh produce producers, buyers and sellers

Building brand loyalty through localisation

## LEVERAGING TECHNOLOGY FOR AFFORDABILITY AND VALUE

How digital solutions are breaking down barriers

Safaricom expands its M- Pesa mobile money services

BuuPass streamlining transport by leveraging technology

Utilizing tech-driven solutions as an enabler for affordability and value

## CONCLUSION

Key findings

Sub-Saharan Africa in Focus: How to win

Consumer landscape in Sub-Saharan Africa in 2040

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/affordability-value-and-the-cost-of-living-spotlight-on-sub-saharan-africa/report](https://www.euromonitor.com/affordability-value-and-the-cost-of-living-spotlight-on-sub-saharan-africa/report).