

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

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Abstracts

This report provides an in-depth analysis of the potential market strategies for companies in Sub-Saharan Africa amidst the current cost of living crisis. It details how companies can leverage affordability, technology, and values to cater to the needs of the growing population of 1.2 billion consumers, particularly the younger and lower-income segments. It also explores how companies that localize their production could gain a competitive edge.

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Contents

Introduction

The cost-of-living crisis is far from over

Value is more than just a nice price

Leveraging technology for affordability and value

Conclusion

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