

Eight Trends in African Innovation

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Abstracts

With Africa on the rise, consumer opportunities have typically been looked at through socioeconomic metrics. With the challenges the continent faces, opportunities can be developed by turning challenges into concepts and turning those concepts into opportunities. We have identified eight approaches that see innovation and solution provision going hand in hand. This will foster economic empowerment, enabling Africa to continue its story as a continent on the rise.

Euromonitor International's Eight Trends in African Innovation global briefing offers an insight into the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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