

Top 3 BoP Markets in Africa

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Abstracts

Utilising Euromonitor International's new Consumer Spending by Income Bands tool, this report assesses the market size and potential of the top three 'bottom of the pyramid' markets in Africa. The continent's bottom of the pyramid (BOP) is a market with huge and yet unmet potential. Insights into the BOP's spending pattern as well as its share of total spending by category can help businesses identify important opportunities in Africa.

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