

I&R - The Sub-Sharan Africa Organized Mass Grocery Retail Market Report 2016

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Abstracts

The retailing market in Africa is expected to record a stronger positive value performance over the next decade. Major drivers will include population growth and the projected positive economic growth across many African countries, as well as heightened marketing activities and investing from international players. In addition, growth is set to be driven by the increasing rate of urbanization, the rapidly-growing middle class and increased local and international retail investment by players in the African market, which is expected to boost retailing in the region. Driven by “one-stop-shopping”, in addition to offering consumer convenience, grocery retailers across the continent have used retail floor space to accommodate a variety of products aimed at growing sales revenues and maintaining customer loyalty.

Increased international interest in the African market, through direct investment by players, such as Walmart Game, Carrefour and continental players especially from Southern Africa Such as South Africa’s Shoprite, Botswana’s Choppies, and Kenya’s Nakumatt have played a key role in expanding mass grocery retail and promoting consumer confidence and spending.

As incomes rise and all of the usual emerging market dynamics are in play, such as urbanization, more hectic lifestyles, many people in Africa are also gaining access to mass grocery retail services. However, while Africa continent is prime for investment, this must be tempered with knowledge of the trading risks such as the lack of formalized retail infrastructure, power shortages and poor supply and logistics chains.

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Massmart Holding Limited
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COMPANIES MENTIONED

Abraaj Capital
addiba.com

Addide Limited
Afrilux
AG Leventis & Company
ALLE Limited
Arno
Artee Industries Limited
Artee Group Limited
Atterbury
Azam
Boxer Superstores Pty Ltd
buyam.com.ng
Carrefour
Casino
Cevital SpA
Chandarana Supermarkets
Chi Farms
Choppies Enterprises Limited
Cleanshelf Supermarkets Limited
Coca-Cola
Dangote
Danone
Deacons
Dee-lite Sarl
Del Monte
Diageo
Distribuidora Internacional de Alimentacion SA (DIA)
Doov
Edgars
Eastmatt Supermarkets Limited
Farmers' Choice
First Master Retailers Ltd
Foschini
Fresh Cuts Uganda Limited
Game Stores
Géant Casino
Glencore
Groupe ARNO
Häagen-Dazs
Heineken

Jumia
Kakuzi
KFC
Khetia's Supermarkets Limited
Konga
KongaPay
Krispy Kreme
Kwatsons
L'Atrium S.A
Mahima
Makro
Majid Al-Futtaim
Makumatt Holdings Limited
Massmart Holdings Limited
Melcom
Millicom
Mr Price
MTN
Mumias
Naivas Limited
Nestlé
Numidis SpA
Orca
OK
Palace Hypermarket
Park'n'Shop Nigeria
PayPal
People's Trading Centre
Pick 'n' Pay Holdings Limited
Prix Import
Retail Supermarket Nigeria Limited
Rocket Internet
SABMiller
Santa Lucia
Schulze GI
Shoprite Holdings Limited
Socropole
SPAR Group Limited
Standard Chartered

supermart.ng
Tigo
TM
Total
Transcorp
Truworths International Limited
Tuskys Supermarkets Limited
Tsekenis
Uchumi Supermarkets Limited
Unilever
Unilever Nigeria
Ukwala Supermarket Limited
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