

# **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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133 pages of comprehensive analysis

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Abraaj Capital  
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Afrilux  
AG Leventis & Company  
ALLE Limited  
Arno  
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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  
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Naivas Limited  
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Numidis SpA  
Orca  
OK  
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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

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Tigo  
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