

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

Global Strategy | 2024-01-31 | 26 pages | Euromonitor

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### **Report description:**

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.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage: <|Products|>

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

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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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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