

Mwanza in Tanzania

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Report description:

The Mwanza in Tanzania report provides comprehensive city level information benchmarked against other cities in the country and region. The report includes historic data and forecasts on city population, consumer expenditure, digital penetration, wealth and other consumer topics. On top of the consumer analysis, economic city landscape is represented including statistics and projections for key macroeconomic, labour and transport indicators.

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

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- * Pinpoint growth sectors and identify factors driving change;
- * 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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Table of Contents:

Mwanza in Tanzania

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List Of Contents And Tables

MWANZA IN TANZANIA

HEADLINES

CITY SCORECARD

CHART 1 Mwanza City Scorecard Rankings Among 146 Middle East and Africa Cities

CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 City Scorecard Compared to and 2023

POPULATION

CHART 2 Key Mwanza Population Indicators Compared to Tanzania and Middle East and Africa 2023

CHART 3 Mwanza Population Growth Compared to Tanzania and Middle East and Africa 2018-2028

CHART 4 Mwanza Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028

CHART 5 Mwanza Population by Age and Sex 2023

CONSUMER EXPENDITURE

CHART 6 Mwanza Consumer Expenditure per Capita Compared to Tanzania and Middle East and Africa 2018-2028

CHART 7 Mwanza Consumer Expenditure Structure 2023

DIGITAL CONSUMER

CHART 8 Key Mwanza Digital Consumer Statistics Compared to Tanzania and Middle East and Africa 2023

CHART 9 Digital Consumer Historic Growth and Forecasts in Mwanza 2018-2028

WEALTH

CHART 10 Mwanza Disposable Income per Household Compared to Tanzania and Middle East and Africa 2018-2028

CHART 11 Number of Households by Disposable Income Band in Mwanza 2018/2023/2028

CHART 12 Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Mwanza: 2018-2028

POSSESSION OF HOUSEHOLD DURABLES

CHART 13 Mwanza Household Possession of Kitchen Durables Compared to Tanzania and Middle East and Africa 2023: % of Households

CHART 14 Mwanza Possession of Entertainment Electronics Compared to Tanzania and Middle East and Africa 2023: % of Households

CHART 15 Mwanza Household Possession of Other Durables Compared to Tanzania and Middle East and Africa 2023: % of Households

ECONOMY

CHART 16 Mwanza GDP per Capita Compared to Tanzania and Middle East and Africa 2018-2028

CHART 17 Mwanza Real GDP Growth Compared to Tanzania and Middle East and Africa 2018-2028

CHART 18 Mwanza Inflation Compared to Tanzania and Middle East and Africa 2018-2028

LABOUR

CHART 19 Mwanza Labour Indicators Compared to Tanzania and Middle East and Africa 2023

CHART 20 Economically Active Population and Unemployment Rate in Mwanza 2018-2023

CHART 21 Mwanza Labour Productivity Compared to Tanzania and Middle East and Africa 2018-2023

TRANSPORT

CHART 22 Number of Airport Passengers in Mwanza 2018-2023

CHART 23 Mwanza Transport Possession Compared to Tanzania and Middle East and Africa 2023: % of Households

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