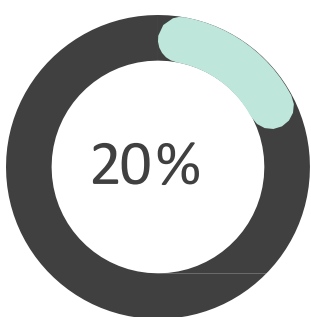


The Gig Economy and Labor Market Trends in Africa



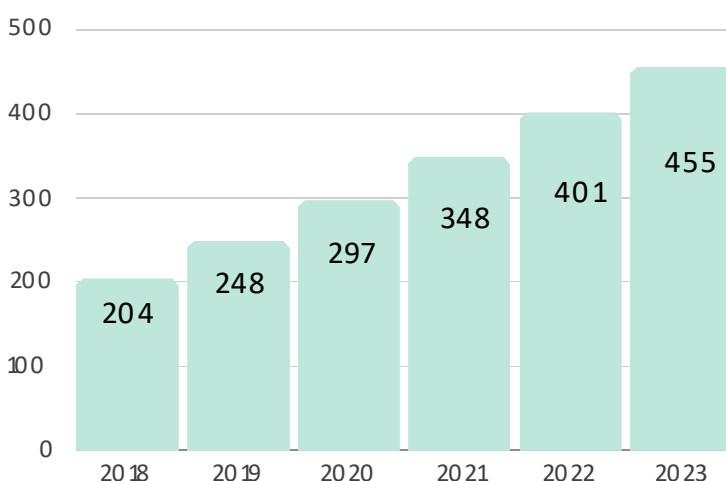
The global gig economy, marked by short-term contracts and freelance work, is rapidly expanding. In Africa, it has the potential to significantly impact millions of lives, particularly among the youth.



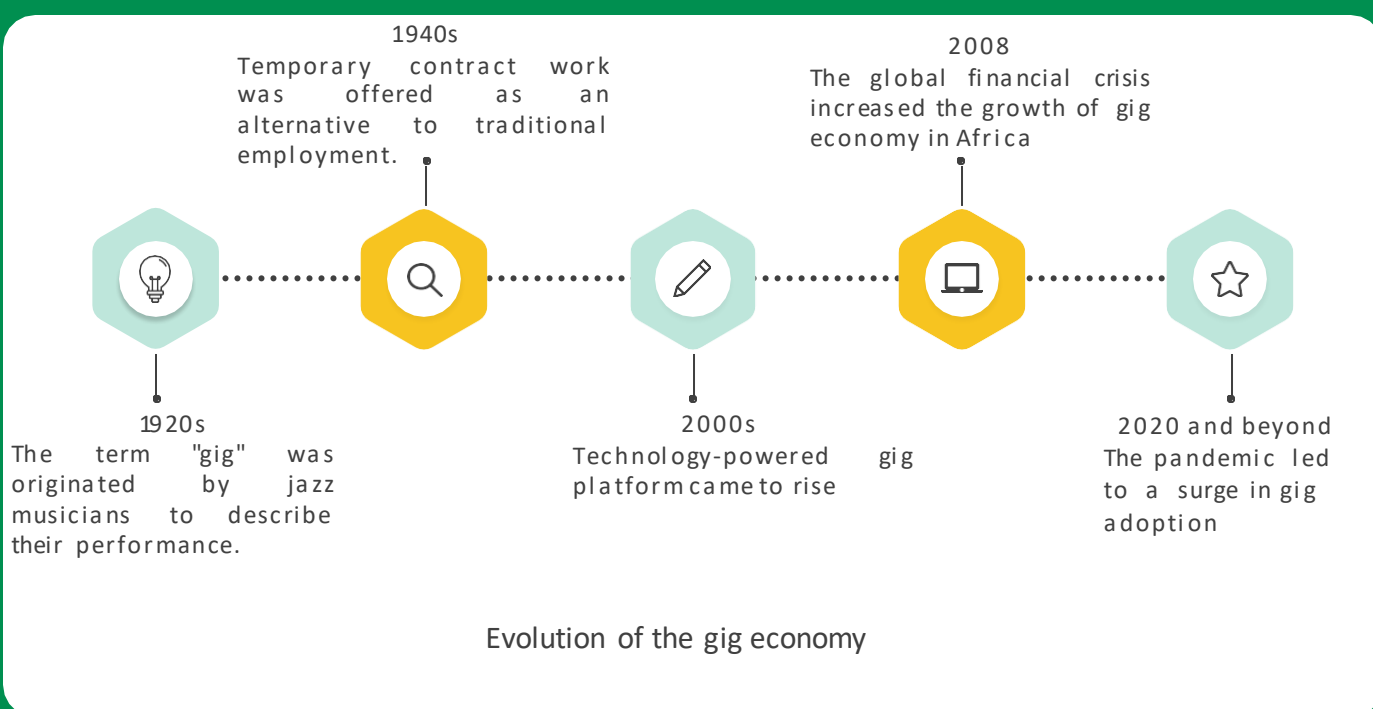
Africa's gig economy is projected to grow at 20% annually, with an anticipated 80 million gig workers by 2030.

Source: [Mastercard foundation](#)

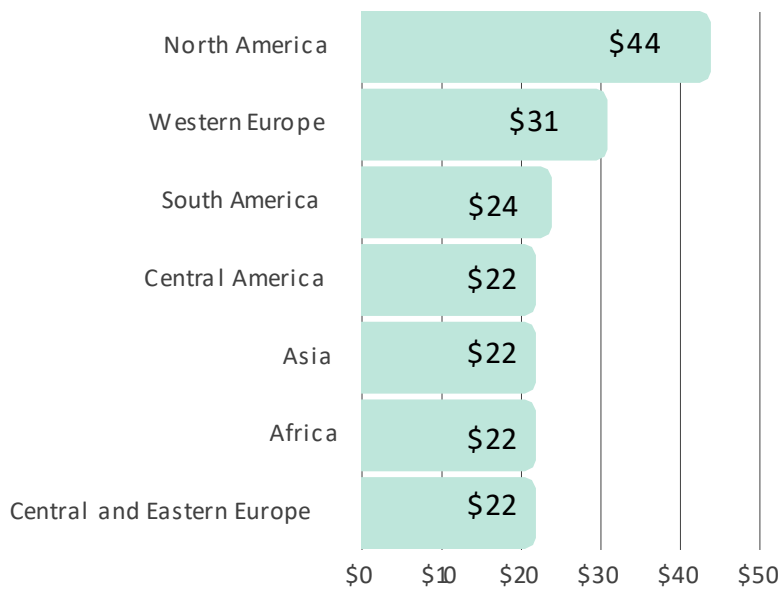
Projected gross volume of the gig economy from 2018-2023 (in billion U.S. dollars)



Source: [Statista](#)

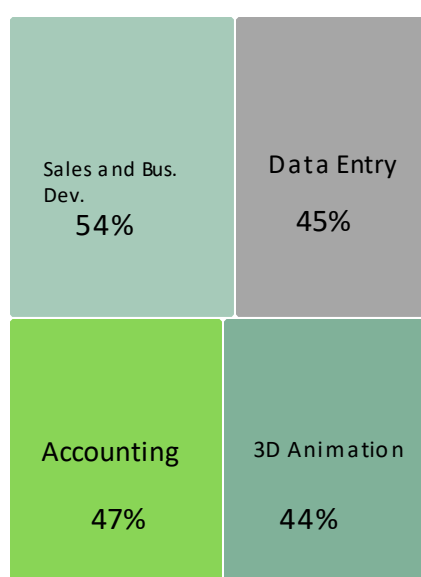


Average hourly freelance rate by region



Source: [Payoneer](#)

Year-on-Year Growth



The most in-demand skills of 2023 on upwork

Source: [Upwork](#)

The gig economy; A lifeline to Africa's unemployed population

Governments and investors can't create traditional jobs fast enough for over 122 million people in the African labor market. The gig economy offers a crucial solution, providing opportunities for skills application, work, and effective living.

Despite the progress made, policymakers and digital platforms must extend protections and benefits to gig workers similar to those in traditional jobs.

Do the benefits of gig work outweigh the drawbacks in addressing Africa's economic challenges? Can gig work serve as a solution to unemployment, and if not, what alternative initiatives can drive economic transformation?

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