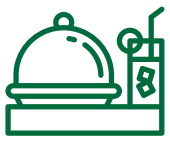


OVERVIEW OF FMCG IN AFRICA



FMCG stands for Fast-Moving Consumer Goods, which refers to products that are sold quickly and at relatively low cost. These goods are characterized by their high turnover rate, meaning they are purchased frequently and consumed rapidly. They are sold through various retail channels, including supermarkets, convenience stores, and online platforms.

The food and beverage sector continues to dominate the African FMCG market, holding the largest share, with no signs of this trend changing in the foreseeable future, accounting for approximately 49% of the total FMCG market in Africa.



Food and Beverage



Personal Care Products, Cosmetics, Hair Care ,etc.

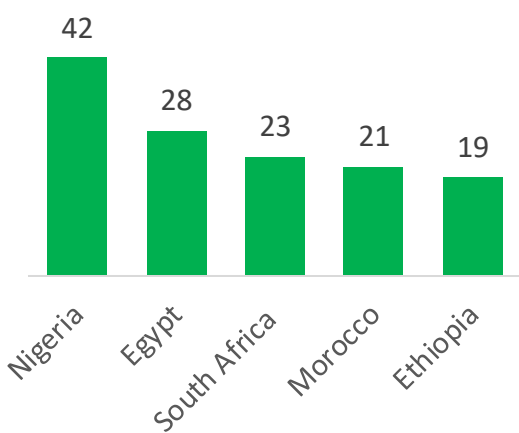


Cigarette and Alcohol

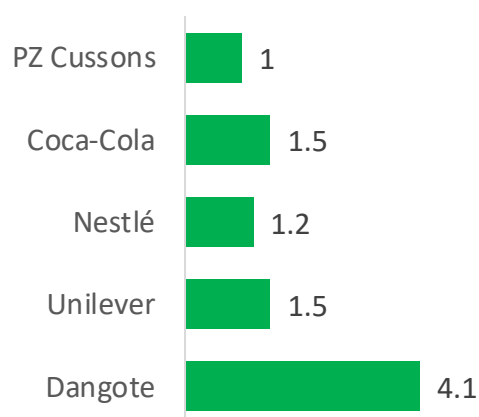


Home care, Cleaning product gardening, etc.

Top Performing Countries in Africa's FMCG Market (Market Size in \$ Billion)



Africa's Fastest Growing Companies in 2024 (Revenue in \$ Billion)



The FMCG Sector in Africa has been experiencing steady growth in recent years, some major factors that has been contributing to this include:

Inflation



24.8%

Despite the decline in volume, the overall market value can still grow due to higher prices. For example, Nigeria's FMCG market value increased by 24.8% in 2024, even as consumers purchased fewer items.

Rapid Urbanisation



56.7%

UN Forecasts sub-Saharan Africa's Urbanisation rate to reach 56.7% by 2050, while North Africa's Urbanisation rate is projected to rise to 65.3%

Spending Power



\$2.5T

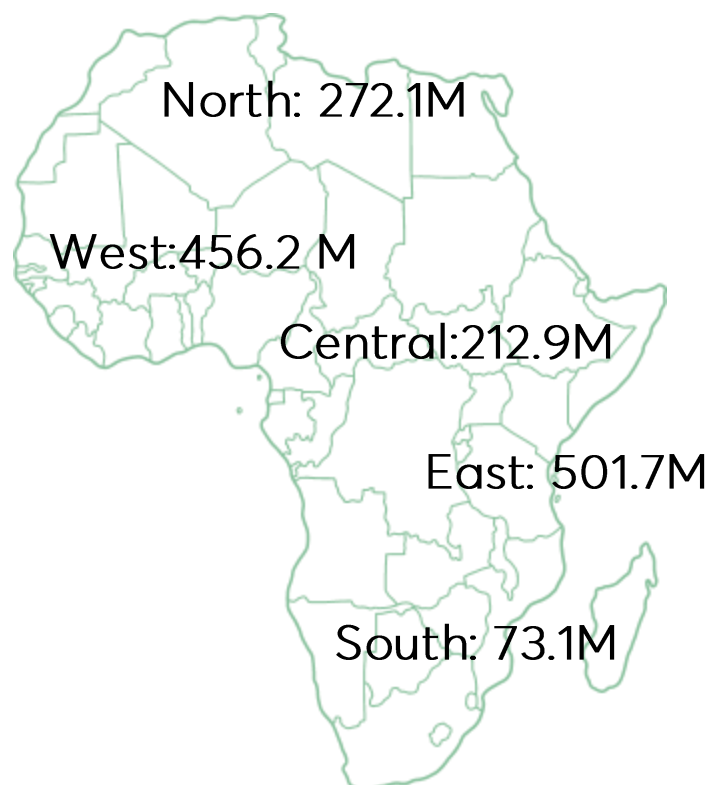
Africa's consumer spending is anticipated to reach \$2.5 trillion by 2030

Population



1.51B

Africa's population is currently 1.51B, A larger population provides a bigger consumer base for FMCG products.



Demographic Dividend

19.2

Africa's population is very young, with a median age of just 19.2 years in 2024. This "demographic dividend" provides a large workforce and consumer base to drive FMCG growth in the coming decades.