

AN OVERVIEW OF FMCG IN AFRICA 2023



Solutions

Fast-moving consumer goods (FMCG) include a significant share of perishable and non-perishable items that are typically considered daily essentials for consumers. Some of these items include:

The food and beverages category has consistently held a prominent position in the FMCG market, and there are no indications of this trend shifting.

49 %



Personal care products, toiletries, Cosmetics, Hair care, etc.

18 %



Cigarette and Alcohols

17 %

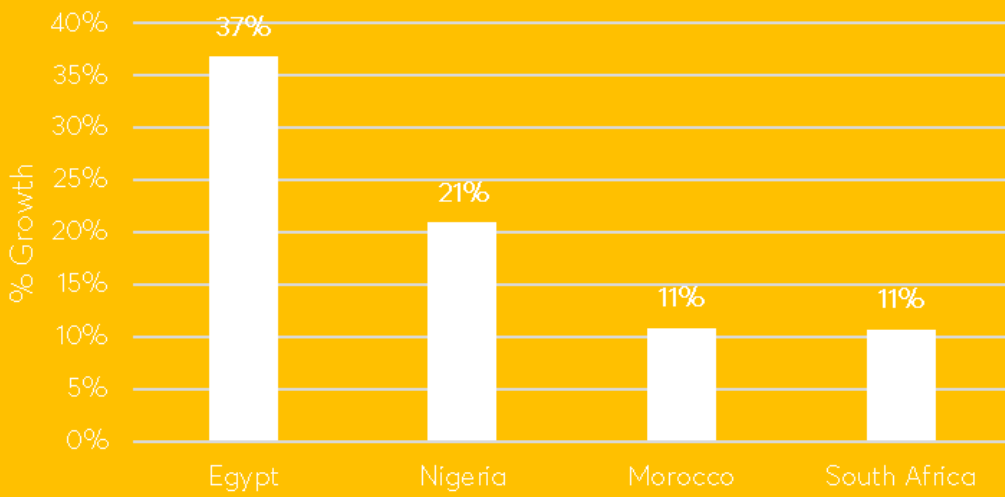


Home care, cleaning products, Gardening, etc.

11 %



FMCG Market Growth Trends in Highest Performing Countries; Q1 2023



Africa's FMCG Companies



The FMCG sector in Africa has been experiencing steady growth in recent years.

38.5%

A major factor that contributed to FMCG value growth in Africa is inflation, which saw the sector value increase by 38.5% in Q1 2023.

Africa's FMCG Growth Drivers

Spending Power

2/3

of Africa's \$1.4 trillion retail spending in 2016 was on FMCG goods.

184.8M

According to the African Development Bank (AfDB), 184.8 million Africans had daily per capita expenditure of between \$3 and \$5 in 2020, while 77.9 million spent between \$4 and \$10.



The food and beverages sector is expected to grow at a compound annual growth rate (CAGR) of 7.1% from 2018 to 2023, reaching a market value of \$1.4 trillion by 2023.

Urbanisation

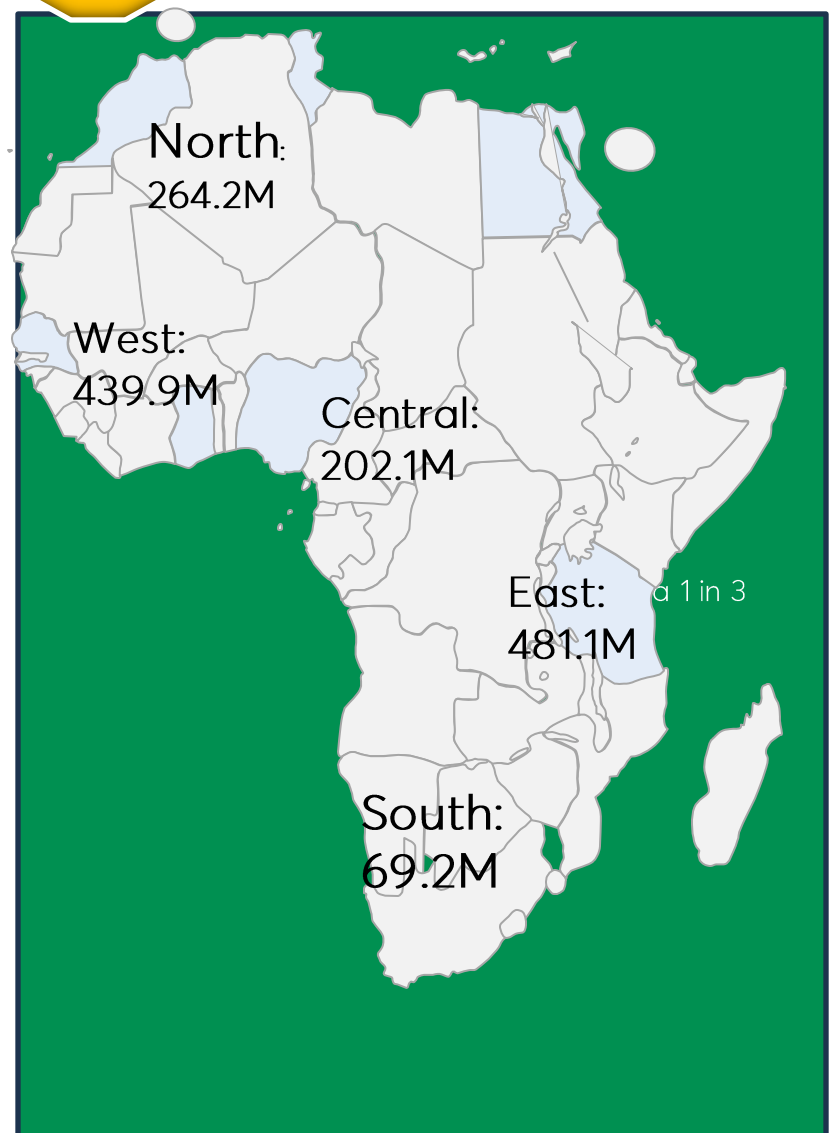
56.7 %

UN forecasts Sub-Saharan Africa's urbanization rate to reach 56.7% by 2050 while North Africa's urbanization rate is projected to rise to 65.3.

Population

1.46 BN

Africa's population is currently 1.4BN



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