

Retail in Africa: Set your FMCG business up for long-term growth on the continent

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Africa has been called the "last frontier" for businesses seeking growth in a flattening global context, and as African markets slowly rebound, it will continue attracting brands and retailers alike. Playing in Africa is however a long-term game. Succeeding in African retail markets poses its challenges, as seen by the recent exit of retailers and other businesses from certain African markets.

Trade Intelligence's Retail in Africa Webinar and Report aim to provide a strategic guide for ambitious organisations looking to access and grow in Africa's retail markets. Secure your seat at the webinar to hear from experts and get a taste of the report.



RESEARCH REPORT

A must-have strategic guide for ambitious organisations looking to tap into the continent.

Why invest in this report

- Develop a comprehensive view of what is driving Africa's long-term economic growth prospects
- Understand the themes shaping the retail sector in Africa
- Get an overview of leading retail markets and categories
- Gain actionable insight and recommendations on market entry and expansion levers for growth

[Click here for more information](#)

WEBINAR

15 February 2022

8.30-10.30am(GMT+2)

Price: R3,650 pp OR 3 free seats with purchase of the report

Attain meaningful insight into the state of retail in Africa today and a lens into the outlook for future evolution, gain an understanding of African consumers as well as the opportunities that the continental free trade agreement could provide, and much more.

Agenda



Retail in Africa – An Overview

– Mac Mabilalala, Head of Research at Trade Intelligence and author of the Retail in Africa Report



How Brands can Conquer African Markets by Understanding African Consumers

– Feyi Olubodun, Managing Partner Open Squares Consulting, Author of “The Villager: How Africans Consume Brands”



Africa Continental Free Trade Agreement – Opportunities that FMCG Businesses can Leverage for Growth in the Continent

– Rose Ronoh, Africa Trade Policy Advisor and AfCFTA Expert



Growth through retailer-brand partnerships and store execution in modern and general trade in Kenya

– Eric Kinoti, Senior Managing Partner at Nineyard Consult Group Limited He has experience working at Navias and heading up operations at Carrefour Kenya.

[Click here to see speaker bios](#)

To secure your seat, email Shelley at info@tradeintelligence.co.za or +27 [0] 31 303 2803.

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