

Africa Cities 2015

Introducing our city level data tool for Africa



Introduction to The EIU

The Economist Intelligence Unit is the research and analysis division of The Economist Group, the sister company to *The Economist* newspaper.

Created in 1946, we have nearly 70 years' experience in helping businesses, financial firms and governments to understand how the world is changing and how that creates opportunities to be seized and risks to be managed. Our work is read in the halls of government all over the world and our forecasts, analysis and opinions shape policy on every continent.

We are an intensely global company, servicing clients across the world from our 40 offices, our staff speak over 25 languages and we embrace foreign cultures with a passion.

Outstanding team of experts



130 full time country specialists and economists



75% have advanced degrees



24 offices around the world



25 languages spoken

Global coverage, local insight



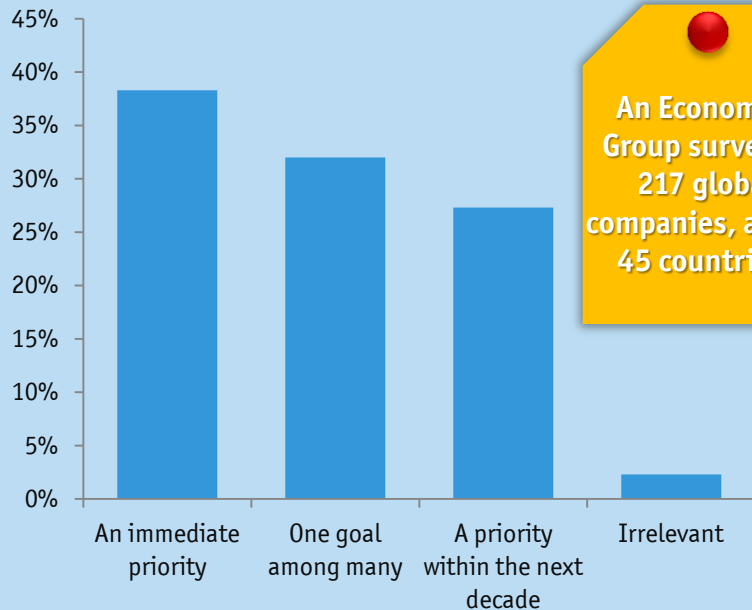
Companies more interested than ever in expanding into Africa

- A recent survey conducted by The Economist Group of 217 global companies based in 45 countries revealed that expansion in Africa is a priority for two thirds of them within the next decade.

- Companies from every continent and sector are stepping up their operations in Africa.

For your company, expanding in Africa is:

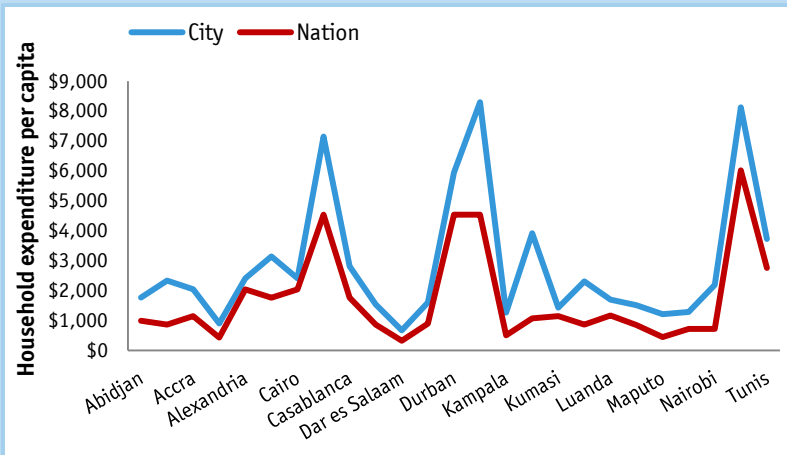
(% of total respondents)



Cities in Africa paint a much different picture than nations – and this is where companies need to focus

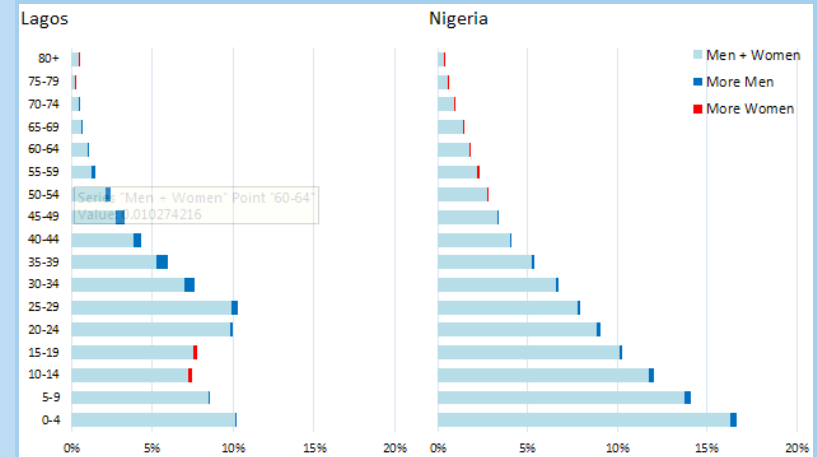
- ❑ Companies looking to expand into Africa need to concentrate their strategy where growth and demographics are most favourable – in major cities.
- ❑ It is not enough to plan a strategy around nationally-forecasted growth, but rather to have critical forecasting and business information on a particular city.
- ❑ According to EIU data, per-capita expenditure was higher in all 29 African cities studied, than in their respective nations. Citizens in cities spent 94.4% more, per capita, than their countrymen as a whole.
- ❑ The demographic profile of these cities can be much different than the national level picture, posing interesting market opportunities.

Per capita city-level expenditure v national-level expenditure



Demographic profile of Lagos v Nigeria

POPULATION PROFILE, 2012



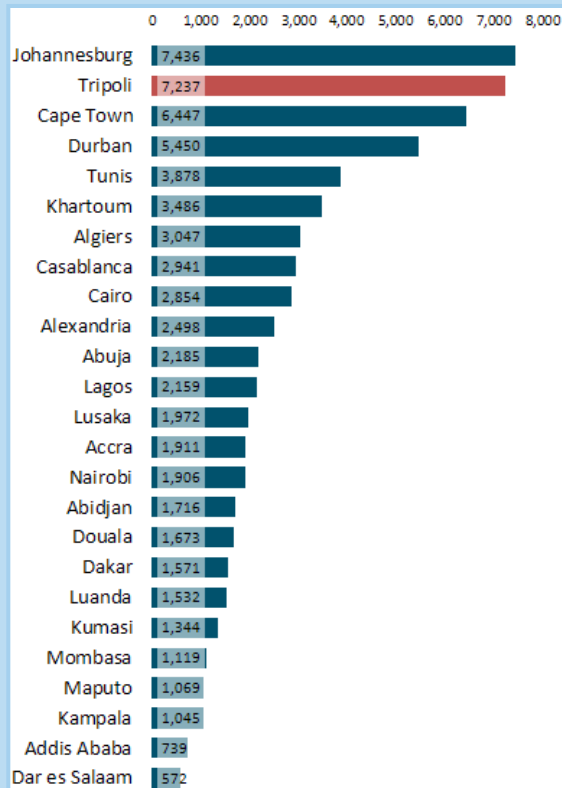
Source: EIU

By focussing on city-level data rather than national-level data, firms can uncover previously-missed opportunities

- Expenditure per capita is surprisingly high in certain cities, for certain product categories. And despite low figures at the national level.

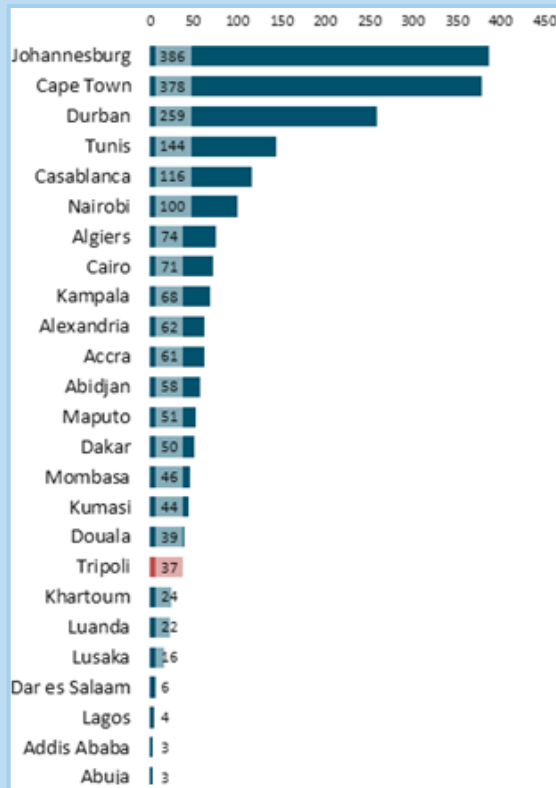
Total (all items)

Expenditure, US\$ / capita



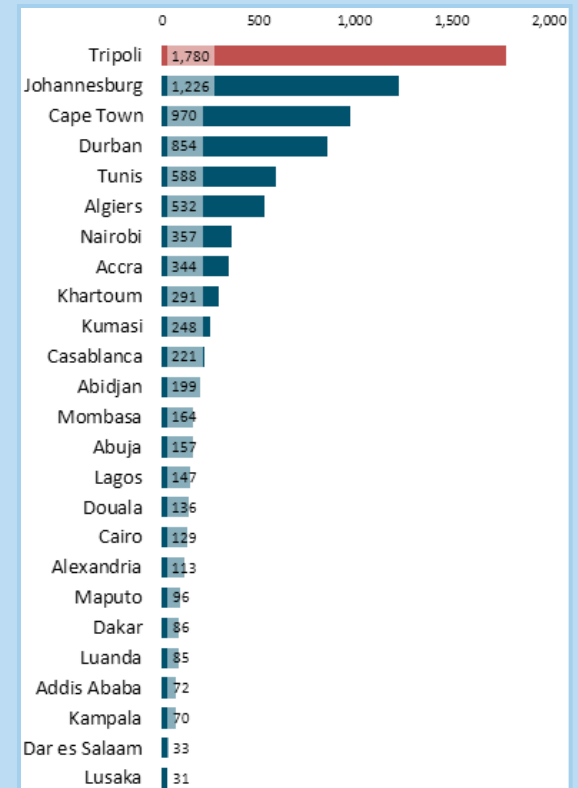
Alcoholic Beverages, Tobacco

Expenditure, US\$ / capita



Transport

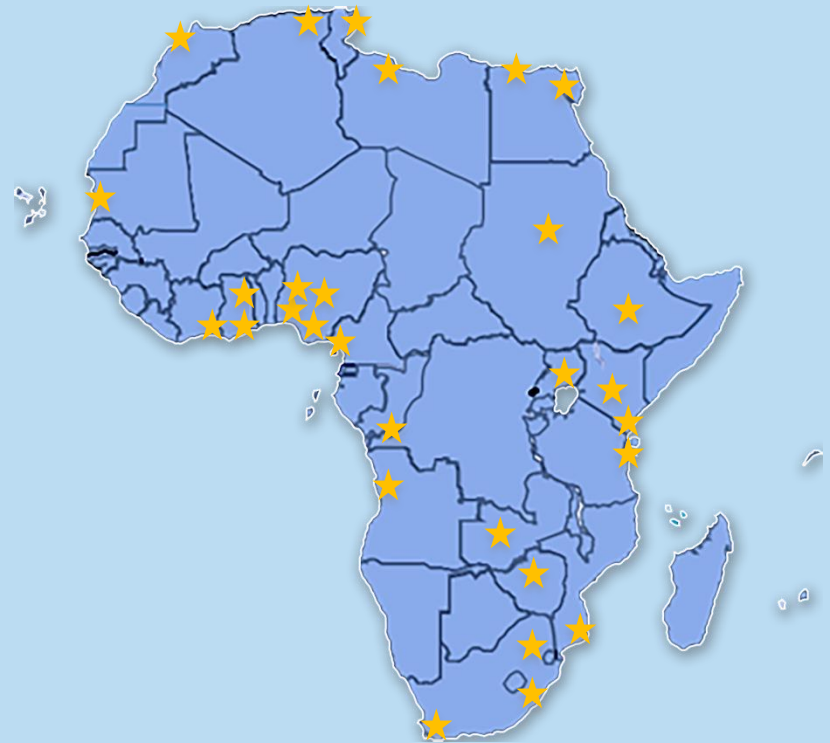
Expenditure, US\$ / capita



The EIU has identified 29 key African cities that companies should be looking at

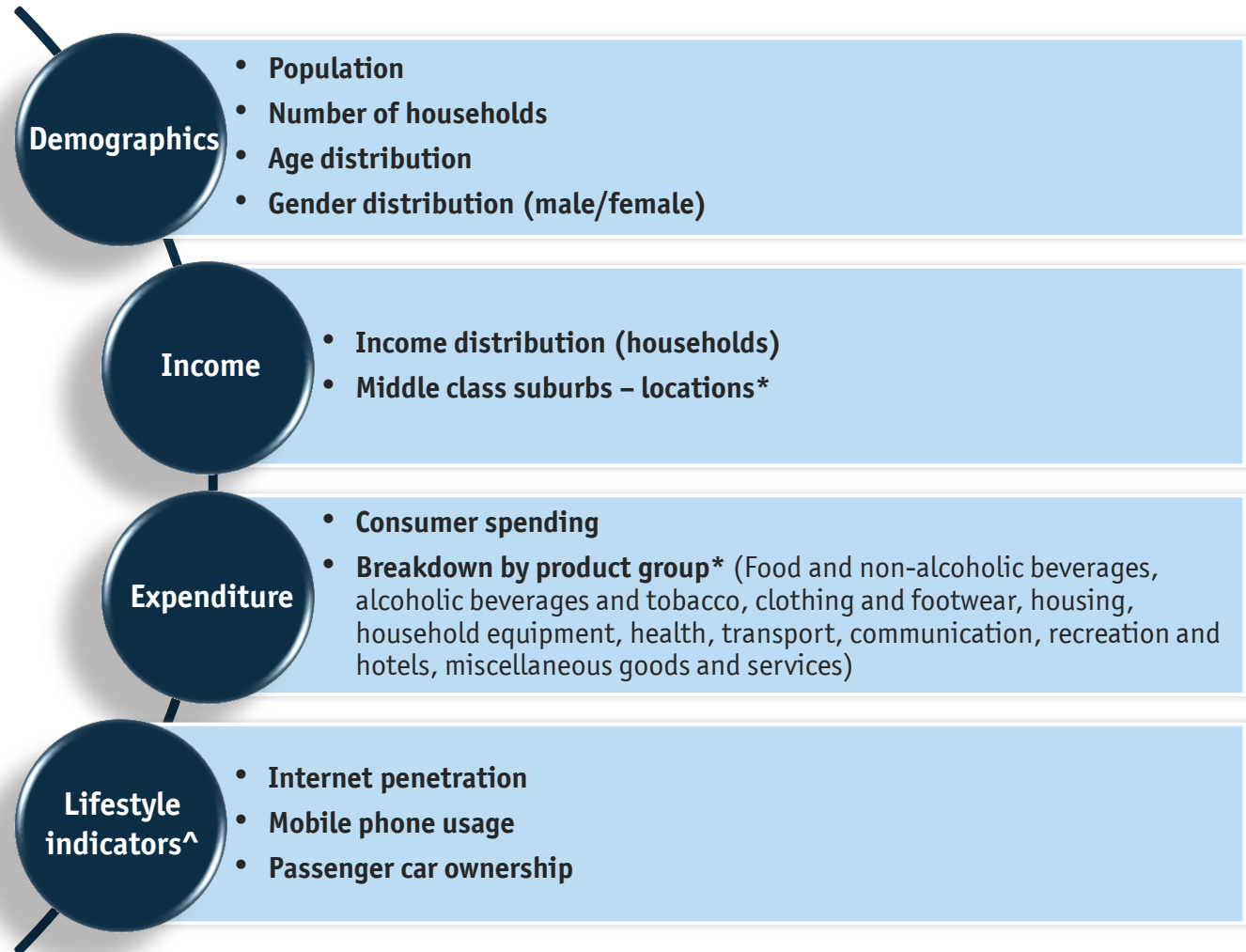
- ❑ Based on key economic drivers and client feedback, the EIU identified 29 African cities (across 21 countries) that are of particular interest.
- ❑ These cities represent some of the best opportunities for growth, but up until now data has been lacking to support the case, and strategy, for market entry.

★ Abidjan	★ Dar es Salaam	★ Lagos
★ Abuja	★ Douala	★ Luanda
★ Accra	★ Durban	★ Lusaka
★ Addis Ababa	★ Harare	★ Maputo
★ Alexandria	★ Ibadan	★ Mombasa
★ Algiers	★ Johannesburg	★ Nairobi
★ Cairo	★ Kinshasa	★ Port Harcourt
★ Cape Town	★ Kampala	★ Tripoli
★ Casablanca	★ Khartoum	★ Tunis
★ Dakar	★ Kumasi	



The data tool contains historical data and forecasts for a wide range of crucial indicators

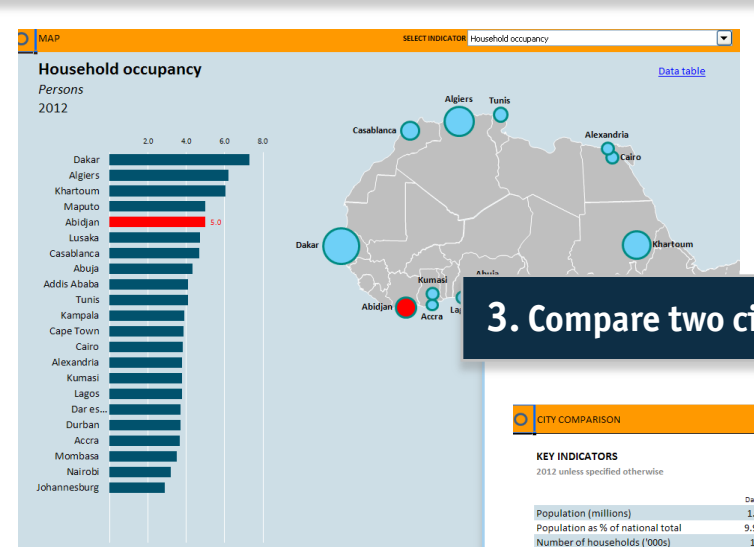
- ❑ In addition to historical data for each city, the tool provides **5-year forecasts to 2019**.
- ❑ These forecasts allow you to understand how each city's relative attractiveness will change over the next five years.



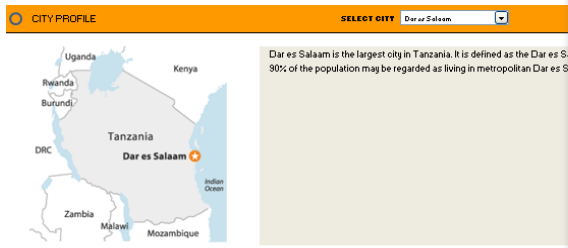
^ Limited availability; * No forecast

Our data tool will allow you to gain a comprehensive understanding of the relative attractiveness of each city, for your company

1. Compare indicators across all 29 cities



2. View an in-depth profile of a city



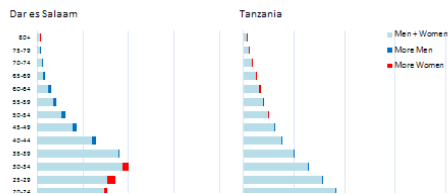
KEY INDICATORS

2012 unless specified otherwise

Population (millions)	3.27	Total expenditure (US\$m)	2,470
Population as % of national total	6.9%	Total expenditure per capita (US\$)	755
Number of households ('000s)	883.8	Internet users, % (2011)	12.0
Household occupancy	3.7	Mobile phone subscriptions, per 100 (2011)	56
Annual population increase 2012-2025†	5.1%	Passenger car ownership, %	n/a
Population 0-14	37.3%		
Population 15-39	43.2%		
Population 40-64	17.5%		
Population 65+	2.1%		

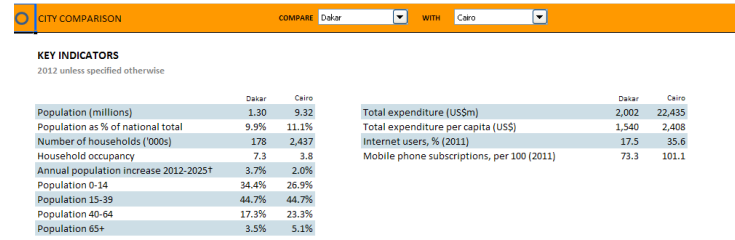
† UN Forecast

POPULATION PROFILE, 2012

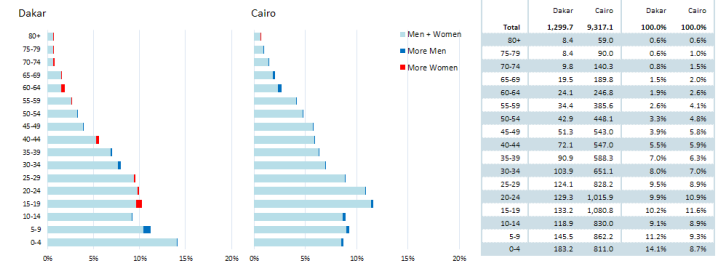


	'000 People		% of Population	
	Dar es Salaam	Tanzania	Dar es Salaam	Tanzania
Total	3,278.3	100.0	100.0%	100.0%
80+	11.5	197.5	0.4%	0.4%
75-79	10.0	244.0	0.3%	0.4%
70-74	15.5	425.0	0.5%	0.5%
65-69	25.0	621.0	0.8%	1.3%
60-64	50.0	1,150.0	1.5%	1.9%
55-59	67.0	1,675.0	2.0%	2.5%
50-54	100.0	1,100.0	3.0%	2.5%
45-49	141.0	1,430.0	4.3%	3.6%
40-44	215.0	1,930.0	6.5%	3.9%
35-39	290.1	2,475.0	8.9%	5.5%
30-34	328.5	3,075.0	10.0%	5.8%
25-29	289.3	3,716.0	8.8%	7.6%

3. Compare two cities head-to-head



Population profile, 2012



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