

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

Issued by [Trade Intelligence](#)

31 Jan 2022

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.



**trade intelligence**

## RETAIL IN AFRICA

REPORT & WEBINAR

15 February 2022  
**BOOK NOW!**

*For country / portfolio managers, commercial managers and retailers*

## 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](mailto:info@tradeintelligence.co.za) or +27 [0] 31 303 2803.

For more, visit: <https://www.bizcommunity.com>