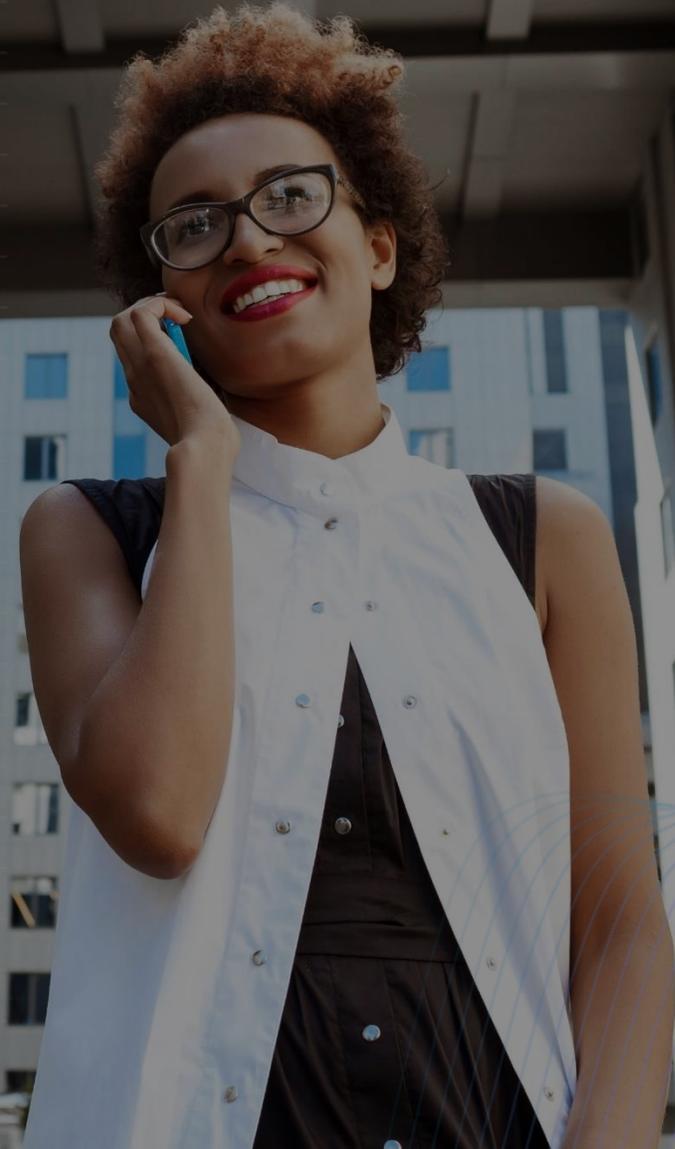


KENYA

# Unlocking the power of Gen Z to drive sustainable growth

AUDIENCE INTELLIGENCE  
SEPTEMBER 2024

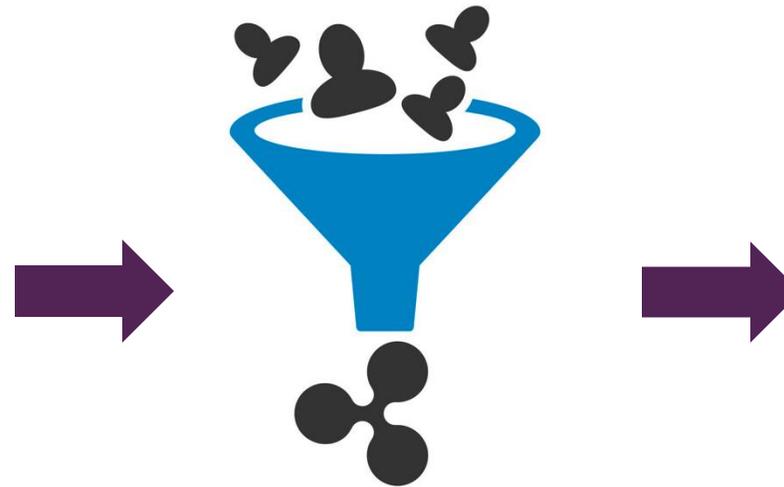


# Leading decision intelligence in Africa

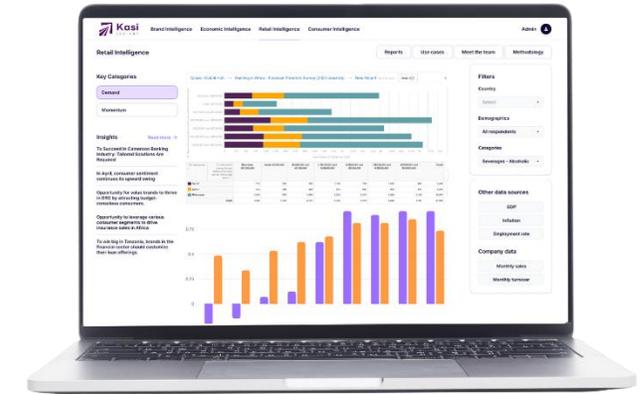
We are African, led, run and powered



**700K interviews in 20 countries**  
Survey at scale



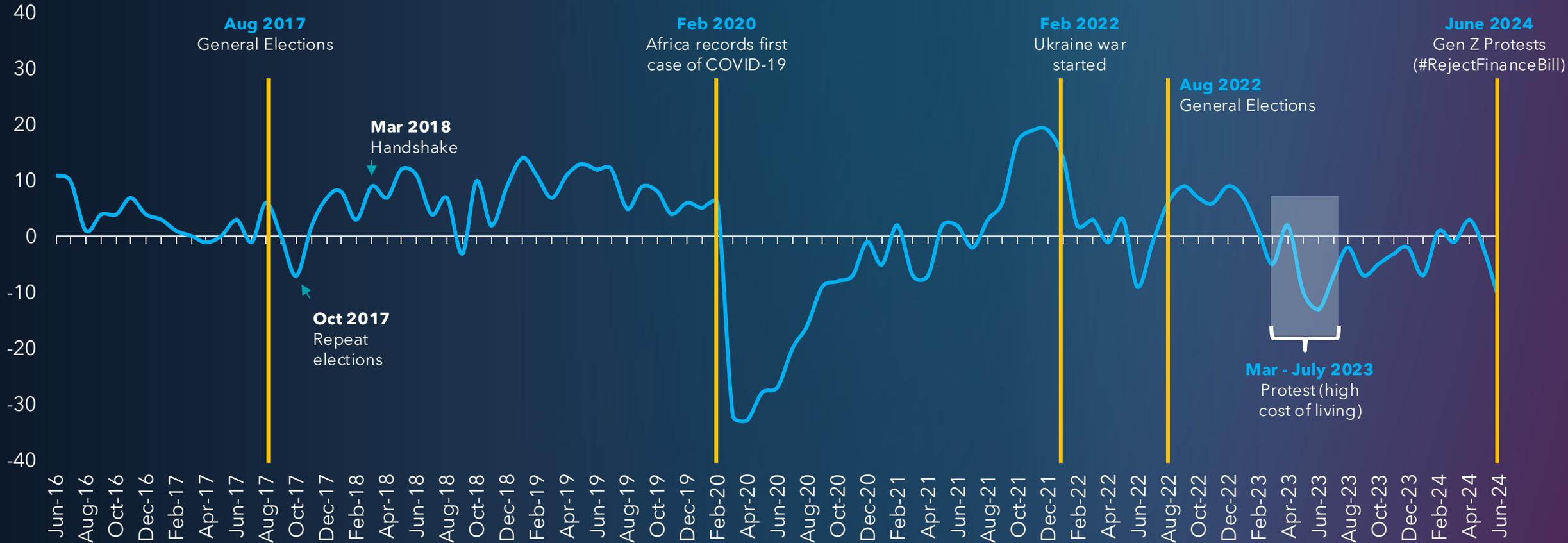
**100M datapoints from primary research**  
AI, ML



**First consumer led & African powered platform**

# Getting the pulse of the market every month

We've tracked consumer confidence in Kenya since 2016



**Kasi Index of Consumer Confidence**  
(2016 to 2024)  
n=50,400



## Why Gen Z?

The Next Growth Frontier For Sustainable Brands



**420M**

Gen Z Population

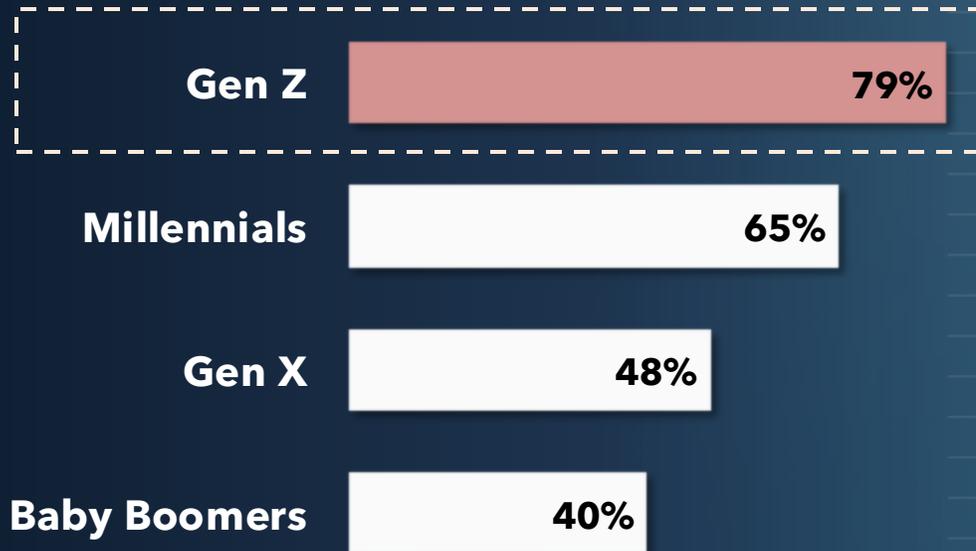
**250B**

Annual Spending Power  
(est. in USD)

**+15%**

Purchasing Power Growth  
(5-year est.)

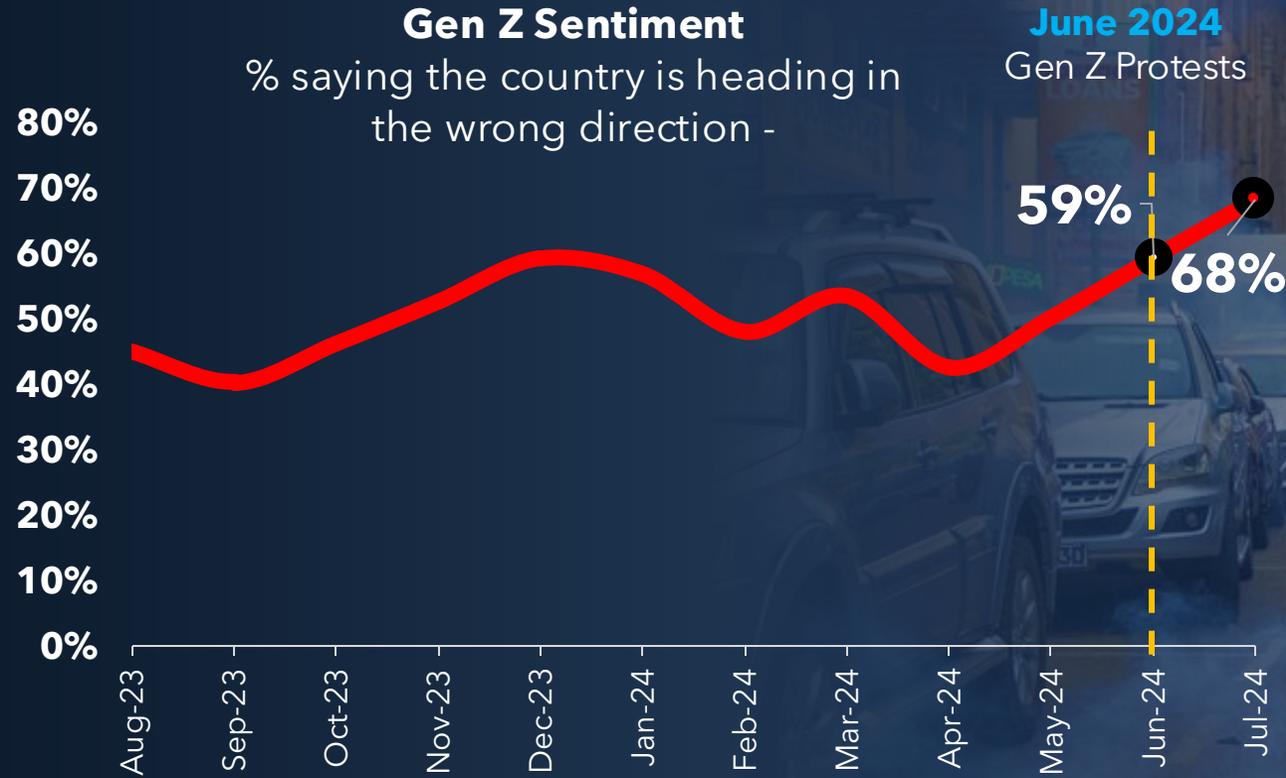
# At core Gen Z are global dreamers



If given the means, would you go abroad to seek opportunity?



# But they became local activists



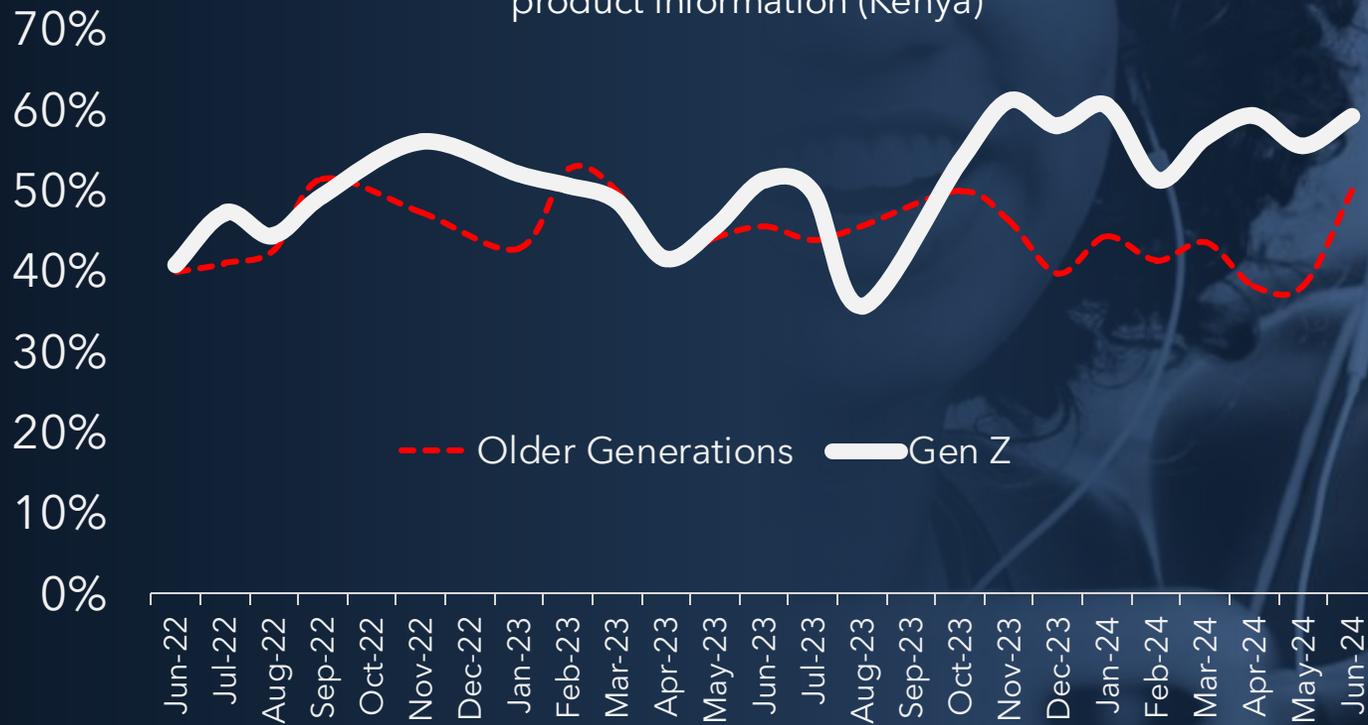
## #RejectFinanceBill2024



**REJECT  
NOT AMEND**

# With digital as a force for change

**Digital Native Advantage**  
 % using digital channels for news,  
 product information (Kenya)



# The Gen Z Complex and Key Segments



**ETHICAL  
INFLUENCERS**



**GLOBAL  
PATHFINDERS**



**VOCAL  
ACTIVISTS**



**MARKET  
SHAPERS**

# The Gen Z Complex and Key Segments



## ETHICAL INFLUENCERS

They inspire both consumers and corporations to adopt more **sustainable practices**. Their efforts create a ripple effect, fostering a marketplace where responsible behaviour is rewarded and becoming a key driver of long-term growth.

# The Gen Z Complex and Key Segments



## GLOBAL PATHFINDERS

They symbolize the **universal pursuit of better opportunities** and the importance of creating inclusive environments that attract and retain talent. Their journey highlight the **interconnectedness** of our global village.

# The Gen Z Complex and Key Segments



## VOCAL ACTIVISTS

They are the catalysts for **societal transformation**, ensuring that public policies and norms reflect the values of fairness, sustainability, and inclusivity. Their **relentless advocacy** brings about meaningful change, laying the foundation for a more **equitable and progressive society**.

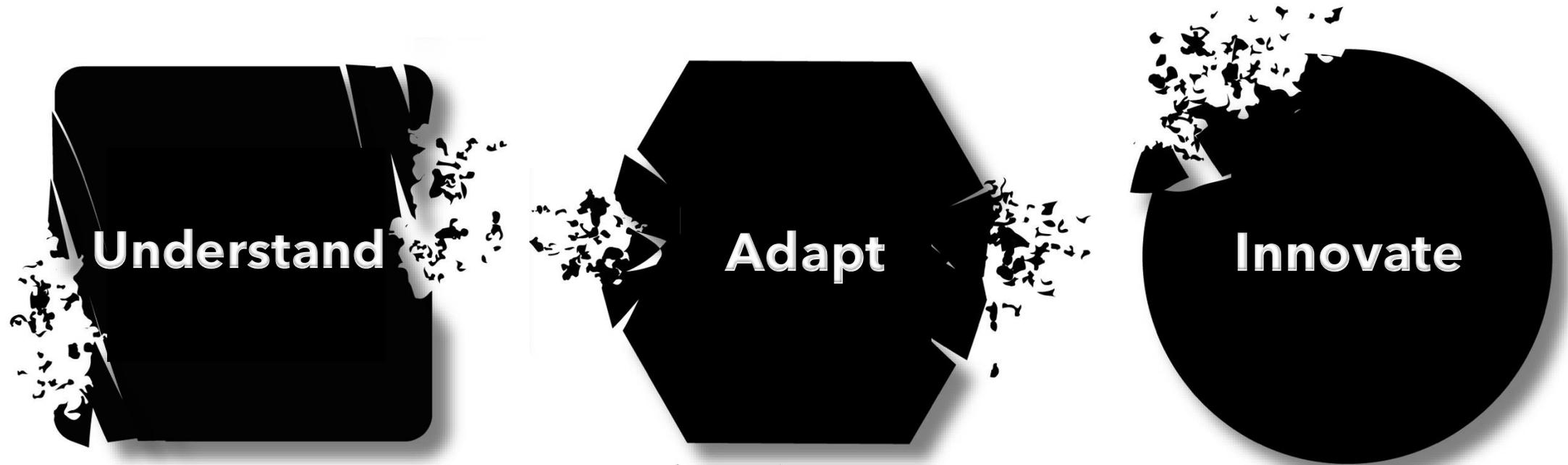
# The Gen Z Complex and Key Segments



**MARKET  
SHAPERS**

They are the **guardians of ethical standards in the business world**. Their insistence on **transparency and accountability** ensures that the market rewards sustainable and responsible practices.

# THE PLAYBOOK





## TELCO BRAND

Local Empowerment through Connectivity

This captures how telecommunications companies (telcos) use their **infrastructure, services,** and initiatives to inspire consumers to **pursue big dreams** while making **impactful changes** in their local communities.



## BANKING BRAND

Local Empowerment through Financial inclusion

This highlights how banks can inspire consumers to **pursue ambitious goals** and make impactful changes within their local communities by providing access to financial resources, education, and support.



## GLOBAL BRAND

Glocalization - Brands and products that inspire local change

It describes the adaptation of globally recognized products, services, and brands to **fit local cultures, preferences, and behaviour** and how global trends and values inspire local actions and changes.



## LOCAL BRAND

LIGA - Brands and products that inspire to dream big

It captures the trend where local brands and products **motivate consumers to think beyond their immediate environment,** encouraging them to pursue larger ambitions and make significant changes in their lives.

# To access the full playbook report

- Call us at +254 725 058853
- Email us at [info@kasiinsight.com](mailto:info@kasiinsight.com)

