

kasi-maps-the-gen-z-migration-wave-in-africa

The desire to migrate for better opportunities is rising significantly among Gen Z, particularly in developing regions where opportunities for personal and professional growth may seem limited. According to a recent survey by Kasi Insight, spanning over 20 African countries, young individuals aged between 18 and 27 are increasingly considering migration as a pathway to achieving their dreams. This map focuses on the percentage of respondents who expressed desire to migrate, and the regional variations observed across the continent.

Key Insights

- **Across Africa, 77% of Gen Z respondents expressed a desire to migrate in search of better opportunities**, showcasing the significant impact of socio-economic factors on youth.
- The **highest percentages of migration aspirations were found in Mozambique (98%) and Congo (98%)**, reflecting the overwhelming sense of limited opportunities locally. Other countries with high aspirations include South Africa and Egypt (94%), Senegal (91%), and Algeria, Nigeria, and Namibia (90% each).
- **Moderate Aspiration Levels:** In Ghana, Kenya, and Uganda, migration aspirations remain above 75%, reflecting notable pressures that drive this trend. In Botswana, Tunisia, and Zimbabwe, the percentages range between 60% and 70%, showcasing significant, though not as extreme, migration motivations.
- At the lower end of the spectrum, countries such as **Angola (18%) and Tanzania (46%) show significantly less inclination towards migration**, perhaps indicating either relatively better conditions locally or a stronger sense of national belonging.

Implications

The potential migration of a large proportion of Africa's Gen Z has deep implications for the continent, touching on economic, talent/innovation and social dynamics.

- **Dissatisfaction with current opportunities:** Many Gen Z respondents feel they have limited access to fulfilling careers, entrepreneurship prospects, or economic mobility. The migration aspirations reflect a need for greater efforts by governments and private sectors to enhance job creation, vocational training, and pathways to professional advancement locally.
- Education plays a pivotal role in this trend. **Many young Africans seek better educational opportunities abroad**, often because of inadequate resources or outdated curricula at home. By investing in education reforms, African nations can retain talent and reduce the brain drain.
- **Youth migration reduces the labor force, slows local innovation, and impedes growth.** However, this challenge also presents an opportunity: if policies that encourage retention—such as investment in high-potential sectors and incentives for startups—are implemented, it can reverse this trend and build a thriving economy.
- As young people migrate, **African societies could experience a reduction in cultural continuity and community bonds.** The aspirations to leave may weaken ties to family structures and local customs, causing fragmentation in traditional ways of life.

For brands and businesses, the Gen Z migration wave presents both a challenge and an opportunity. Companies that understand the drivers behind this migration desire can tailor their products, services, and marketing strategies to align with the needs of this aspirational generation. There is an opportunity for businesses to show their support for young people's aspirations, whether by providing skills development programs, remote work opportunities, or initiatives that cater to their global outlook.

Gen Z Migration Aspirations in Africa: A Growing Trend

Explore the map

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