

KENYA

# KASI STATE OF THE CONSUMER REPORT

JANUARY 2025





# INTRODUCTION

Amidst a dynamic economic landscape, our report sheds light on four key consumer trends: **Strategic resilience**, **Holistic vitality**, **Emerging reality** and **Eco-powered living**. Understanding consumer behaviour reveals the intricate dance between economic conditions and spending habits, presenting a nuanced perspective. Moving into 2025, successful implementation of these strategies promises heightened consumer engagement and loyalty, as brands pivot towards more personal and value-driven interactions with their audience in the face of economic challenges.



**This is the second report of a comprehensive series dedicated to unravelling the state of consumers and envisioning the future.**

**YANNICK LEFANG**

Founder & CEO  
Kasi Insight Inc



# THE KASI FRAMEWORK

Brings customer centricity to life in 3 steps



### The Tension Crisis: Desire vs Reality

We live in a world of contrasts. We yearn for success, yet opportunities seem scarce. We aspire for a healthy lifestyle, yet it appears costly. This tension between our desires and reality is a crisis that affects us all.

For instance, the aspiration to excel professionally is universal, yet the scarcity of jobs can be disheartening. Similarly, the desire to lead a healthy lifestyle is often at odds with the high costs associated with it. This tension crisis is a reality we must acknowledge.



Health



Financial

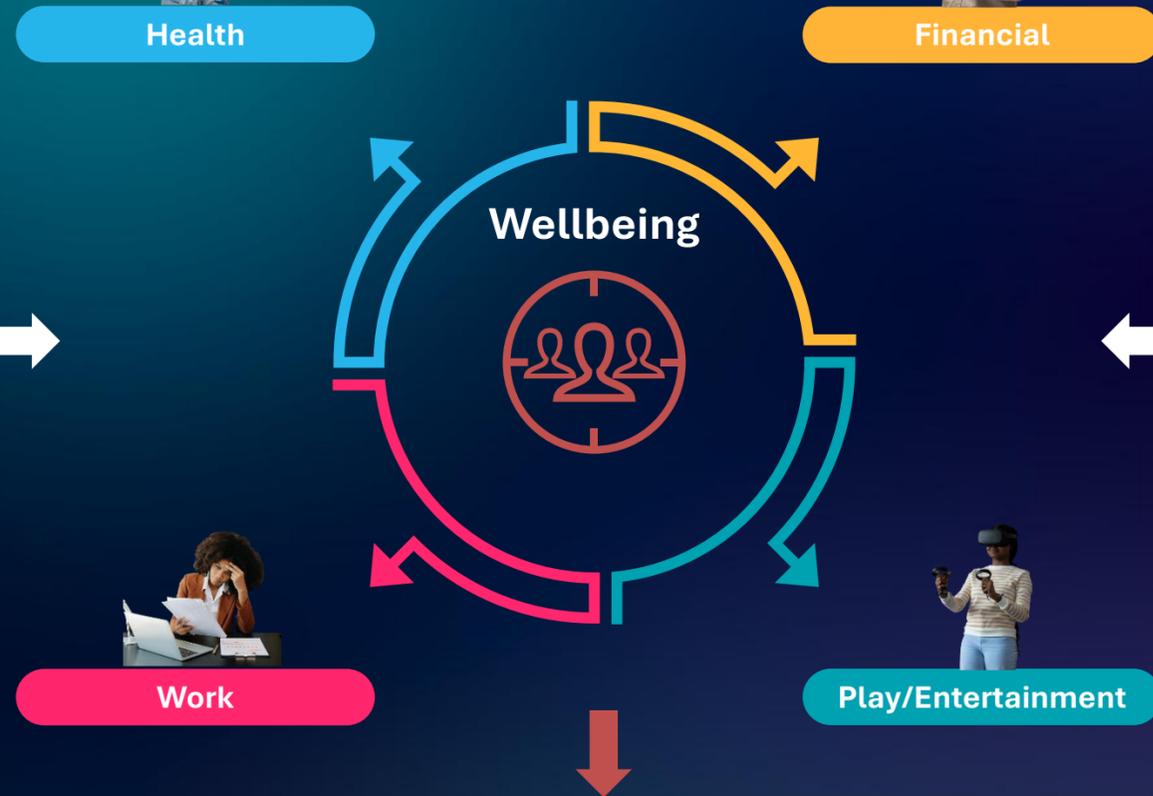


### The Balance: Bridging the Gap

Finding a balance is paramount. It's about creating an environment where our desires align with our reality. It's about making job opportunities accessible, making healthy living affordable. It's about ensuring that our financial, work, health, and entertainment needs are not just met, but are intertwined in a way that one aspect positively impacts the others.

Consumer centricity is the key to this balance. It's about understanding the consumer's needs, their tension points, and creating solutions that not only meet their individual needs but also contribute to their overall wellbeing.

## 4 Key pillars of wellbeing



Consumer centricity based on holistic wellbeing is not just a concept, it's a call to action. It's a journey towards creating a world where every individual can thrive, where the tension crisis is addressed, and where finding a balance isn't just a goal, but a reality. Let's embrace this journey together, for a better, balanced, and holistic future.

## Define the 4 key pillars of wellbeing



Health



Finance



Work



Play

## Translate, survey & analyze



5000+ unique questions



12000 interviews per month



Advanced Statistics & AI

## Generate data, trends & insights



60M+ data points



600+ datasets



600+ analysis



# THE METHODOLOGY

The *Kasi Insight Decision Intelligence platform* is a robust framework developed by Kasi Insight to help decision makers unlock trends and insights at scale. We fuse exclusive real-time data with applied AI to decode African opinions, actions, and the future.

With our cutting-edge platform, we tap into 609 million African voices, conducting 12,000+ monthly interviews across 40+ major economies, crafting tailored projects spanning every corner of the continent.

This report is leveraging data collected from 2017 to 2024, four datasets (consumer sentiment, retail demand, media consumption, consumer purchase and health/wellness.)

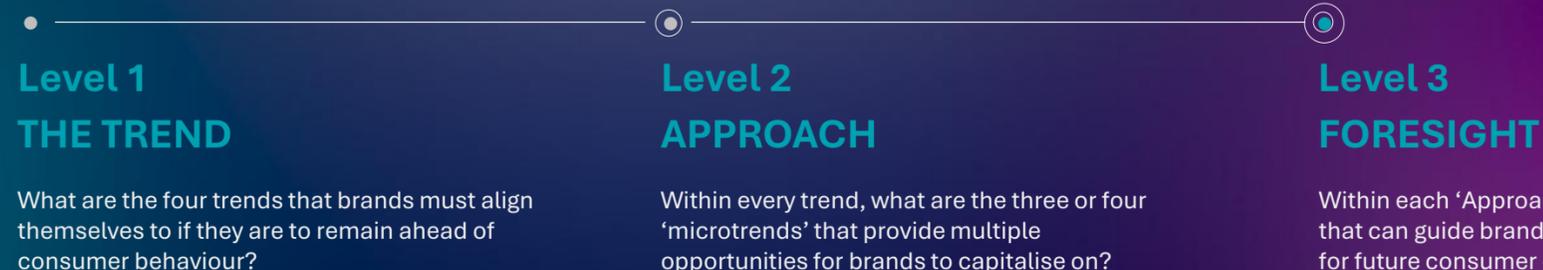


Integrating state-of-the-art data from our high frequency surveys and deep insights from our consumer analytics experts, we at Kasi Insight are not just tracking trends; we're deciphering the dynamic nature of consumer behaviours. The Kasi Insight Portal isn't a passive spectator; it's an active participant, influencing our daily operations and strategic decisions.



**PAUL CHELOTI**  
Analytics Engineer

Every trend in this report has been broken down into three levels:



## Datasets

## Timeframe

## Description

## Research Coverage

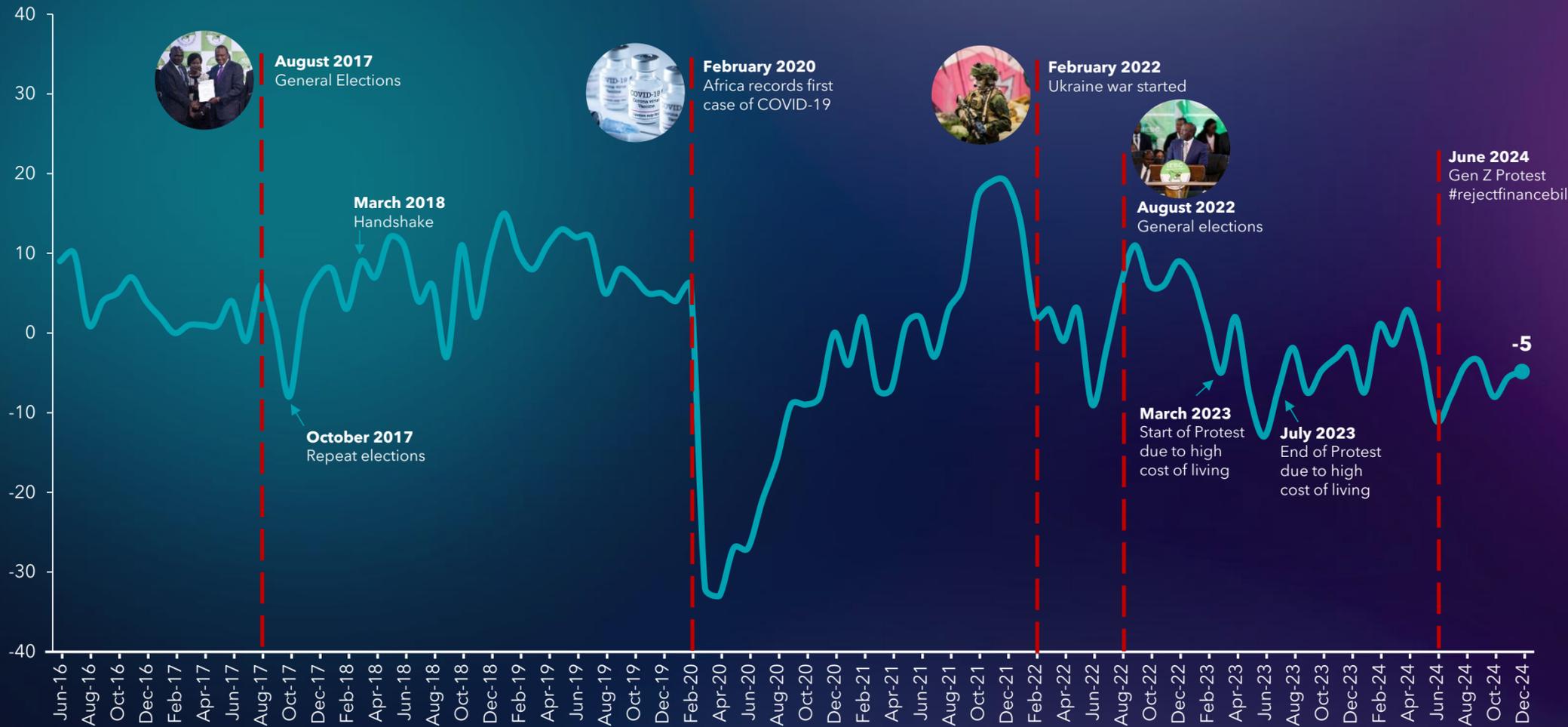
| Dataset                     | Timeframe                                  | Description   |
|-----------------------------|--|---|
| Index of Consumer Sentiment | June 2016 (Monthly) - November 2024        | Kasi Index of Consumer Sentiment (ICS) is a measure of consumers' confidence level in the economy, based on their personal financial situation, current economic conditions, and future economic expectations. Consumer sentiment has an impact on spending behaviour, with high sentiment leading to increased spending and low sentiment leading to reduced spending. |
| Retail Demand Index         | April 2020 (Triannually) - December 2024   | Kasi Retail Demand index measures consumer demand for retail category and provides insights on how consumer habits impact demand for various categories. The index ranges from +100 to -100. An index level close to 100 means demand is high as more consumers are looking to purchase while an index level close to -100 means demand is low.                         |
| Media Consumption           | June 2022 (Monthly) - November 2024        | Kasi Insight's Media Consumption Tracker monitors consumer preferences for information sources monthly. It equips advertisers with valuable insights, enabling them to refine strategies, improve targeting, and enhance overall campaign effectiveness across the diverse African landscape.   |
| Consumer Basket Purchase    | December 2021 (Biannually) - November 2024 | Kasi Insight's Consumer Basket Purchase Tracker provides detailed information on consumer purchasing behavior in terms of their shopping baskets. This dataset offers insights into the products consumers are buying, how often they make these purchases, and the factors influencing their decisions.  |
| Health and Wellness         | January 2017 (Annually) - January 2024     | Kasi Insight's Health and Wellness Tracker provides comprehensive data on various aspects of personal health, lifestyle choices, and access to healthcare services on an annual basis. By monitoring these factors, the data offers insights into the overall well-being of consumers within specific demographics or regions.  |

- Angola
- Nigeria
- Algeria
- Morocco
- Botswana
- Mozambique
- Cameroon
- Senegal
- Congo
- South Africa
- DRC
- Tanzania
- Egypt
- Tunisia
- Ghana
- Uganda
- Ivory Coast
- Zambia
- Kenya
- Zimbabwe
- Namibia

**THIS REPORT FOCUSES ON KENYA**

# Setting the stage with optimism for Kenya's economic outlook

Kasi's Consumer Sentiment Index reveals growing resilience and adaptive strategies among Kenyan consumers



Source: Kasi Insight Economic Intelligence - Consumer Sentiment Index in Kenya Tracker conducted monthly from 2016 - 2024

The Consumer Sentiment Index (CSI) remains a key measure for assessing confidence and optimism regarding the economy. While past challenges such as inflation and policy changes have caused fluctuations, recent data showcases resilience and an upward shift in sentiment, reflecting adaptive strategies by households and businesses alike.

- **2024's resilience:** Despite economic pressures such as the Finance Bill 2024, sentiment data reveals a gradual recovery as consumers and businesses recalibrate their strategies to tackle fiscal challenges effectively.
- **Consumer adaptability:** Data from late 2024 highlights consumers prioritizing value-driven purchases, long-term planning, and innovative approaches to managing financial constraints.
- **Positive outlook for 2025:** Increased optimism and gradual improvements in consumer confidence signal potential for renewed growth, driven by strategic economic adjustments and a better understanding of evolving consumer needs.

## Leverage consumer sentiment to win

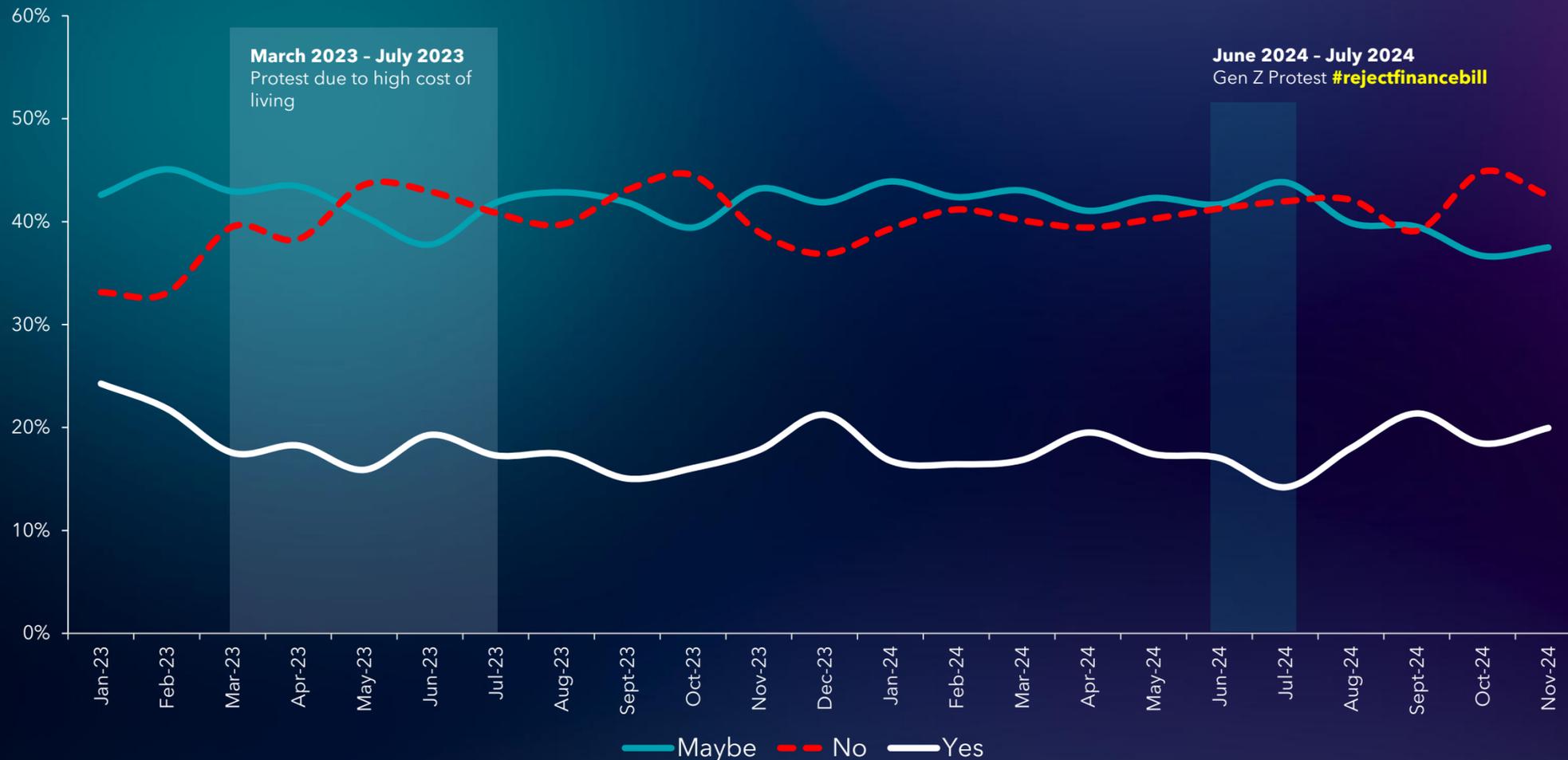
- ✓ **Understanding adaptive behavior:** Companies can utilize insights into how consumers are overcoming challenges to create value-driven products and solutions.
- ✓ **Focus on optimism:** Marketing campaigns that highlight progress and potential can resonate strongly, creating a shared sense of achievement and trust with consumers.

The Consumer Sentiment Index (CSI) is a measure that gauges the confidence and optimism of consumers regarding the overall state of the economy. It is designed to reflect the prevailing attitudes, expectations, and perceptions of consumers towards economic conditions, employment, and their personal financial situations. A higher index value generally indicates greater consumer confidence and optimism, suggesting a positive outlook on the economy, while a lower value may indicate reduced confidence and a more negative sentiment.

# Consumers balancing priorities and finding value amidst uncertainty

## Kenyan consumers demonstrate cautious optimism with discretionary spending poised for recovery

Are consumers looking to make discretionary purchases in 2024?



### Consumers in Kenya usually on the fence

Tracking discretionary spending trends reveals a landscape where Kenyan consumers are balancing priorities while adapting their financial habits. Although "maybe" remains a dominant choice when it comes to non-essential purchases, a growing share of "yes" responses indicates a gradual willingness to reengage with discretionary spending.

- **Cautious optimism prevails:** While "no" remains a significant percentage, the steady increase in "yes" spending demonstrates consumer adaptability and strategic spending.
- **Key inflection points:** Events such as the Finance Bill protests in mid-2024 highlight moments of recalibration. By the end of 2024, a recovery in "yes" and "maybe" trends suggests growing consumer readiness for discretionary purchases.
- **Shifting dynamics:** Younger demographics, particularly Gen Z, showcase resilience and value-conscious decision-making, driving a shift towards sustainable yet aspirational spending habits.

### Leverage discretionary spend data to win

- **Align offerings with value-driven spending:** Create affordable yet aspirational products that reflect consumer priorities of affordability, quality, and sustainability.
- **Tap into emerging optimism:** Build narratives around progress and renewal in economic messaging to connect with shifting consumer sentiment.
- **Target readiness:** Focus marketing and promotions around the "maybe" audience, providing incentives and clear benefits to sway their decisions positively.

Discretionary spending is a sub-index of the index of consumer sentiment. It tracks the ability of consumers to make non-essential purchases. If the percentage of those saying "No" is high +50% and above, consumers are not willing to spend on discretionary and if the percentage of "Yes" is higher than 50% then consumers are willing to spend on non-essentials.

# TRENDS, INSIGHTS AND FORESIGHTS



## STRATEGIC RESILIENCE

Strategic Resilience reflects a profound shift in mindset where consumers are embracing intentionality and purpose in their financial decisions. Rather than simply reacting to economic pressures, they are adopting proactive strategies to thrive, focusing on what truly matters while building a foundation for long-term security.



## HOLISTIC VITALITY

Holistic Vitality represents a shift from reactive to proactive living. It is about balancing immediate needs with long-term aspirations, empowering individuals to thrive despite the pressures of modern life. This trend challenges brands to step up and support consumers with solutions that are authentic, accessible, and aligned with their evolving priorities.



## EMERGING REALITY

Explores the seamless intersection of the physical and digital worlds, catering to consumers seeking efficiency, convenience, and innovation. Whether it's shopping, financial transactions, or healthcare, people expect brands to provide blended experiences that feel personal and practical. This trend demands that companies leverage digital tools to enhance customer engagement while maintaining the tangible, human-centered interactions that consumers still value.



## ECO-POWERED LIVING

Eco-Powered Living captures the shift toward environmentally and socially responsible consumption, where individuals actively seek products that align with their values of health, well-being, and sustainability. Eco-Powered Living isn't just a trend—it's a call to action for brands to align their practices with the values of a rapidly evolving consumer base. Those who embrace this shift will not only thrive but lead the way toward a sustainable future.

# STRATEGIC RESILIENCE

## Brands and products for empowered financial choices

As inflation, stagnant income opportunities, and rising living costs continue to weigh heavily on consumers, a transformative trend is emerging—Strategic Resilience. This trend highlights consumers' ability to navigate financial constraints with strategic spending, better budget management, and a focus on long-term value. Across demographics and income levels, households are showcasing an unprecedented ability to adapt their financial habits to the realities of the current economic landscape, demonstrating a collective focus on resilience and control.

While all consumer groups are improving their personal finance management, Gen X and high-income earners stand out for their exceptional ability to optimize household budgets and reduce financial strain. Even as earning opportunities remain limited, consumers are finding ways to balance the demands of everyday living with their desire for stability and occasional indulgences. Meanwhile, the easing impact of inflation is offering some relief, allowing households to recalibrate their spending priorities.

**Strategic Resilience reflects a new era of financial empowerment, where consumers are not only weathering economic storms but actively reshaping their spending habits to build stability and control.**

It challenges brands to evolve alongside these shifting behaviors, offering solutions that meet consumers' demand for transparency, value, and purpose.

## -75 bsp CBR

December 2024 - Monetary Policy Committee lowers the Central Bank Rate from 12%(Nov 2024) to 11.25% after low fuel inflation, stable food inflation and exchange rate stability

## +40%

Of consumers said they will be able to meet their regular expenses over the next 6 months

## -2.6 YoY ICS

Kasi Insight's Index of Consumer Sentiment for December 2024 shows that consumer confidence fell by 2.6 points to -4.9 in 2024 when compared to December 2023 (-2.3)

# TRACKING THE TREND

**Consumers are becoming skilled financial managers** - All demographics and income levels are showing progress in personal finance management, with consumers taking greater control of their household budgets. From reducing discretionary spending to reallocating resources for essentials, households are demonstrating increased confidence in managing their finances. Gen X and high-income earners lead this trend, showcasing superior budgeting capabilities and strategic decision-making.

**The impact of inflation is easing but still present** - While inflation continues to be a concern, its impact on household finances has eased compared to previous years. Consumers have adapted by prioritizing cost-effective purchases, leveraging savings strategies, and cutting back on non-essentials. This proactive approach reflects their growing resilience in the face of ongoing economic pressures.

## UNDERSTANDING THE CONSUMER TRENDS

Brands that need to capitalize on the Strategic resilience can leverage the following insights and engage with consumers who want to engage in a frugal life

### Products and experiences that deliver real value

Consumers are demanding practical, reliable, and long-lasting products that align with their financial goals. Brands that can prove their worth through clear benefits and tangible value will resonate deeply with these value-driven shoppers.

### Rethinking segmentation to reflect universal behaviors

As financial habits converge across income groups, traditional segmentation is losing relevance. Brands must deliver messaging that speaks to shared values such as affordability, practicality, and empowerment, ensuring their solutions resonate universally.

### Digital innovations are empowering consumers

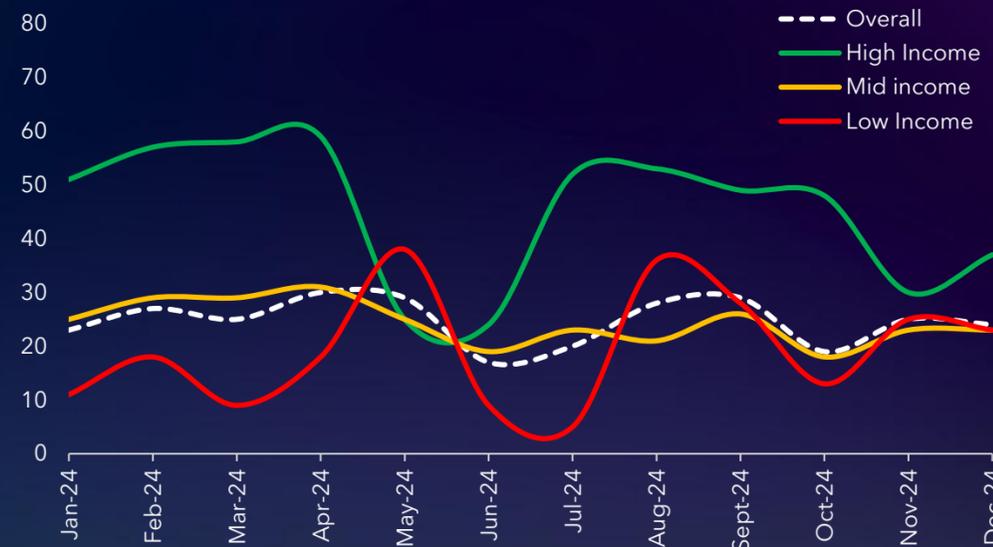
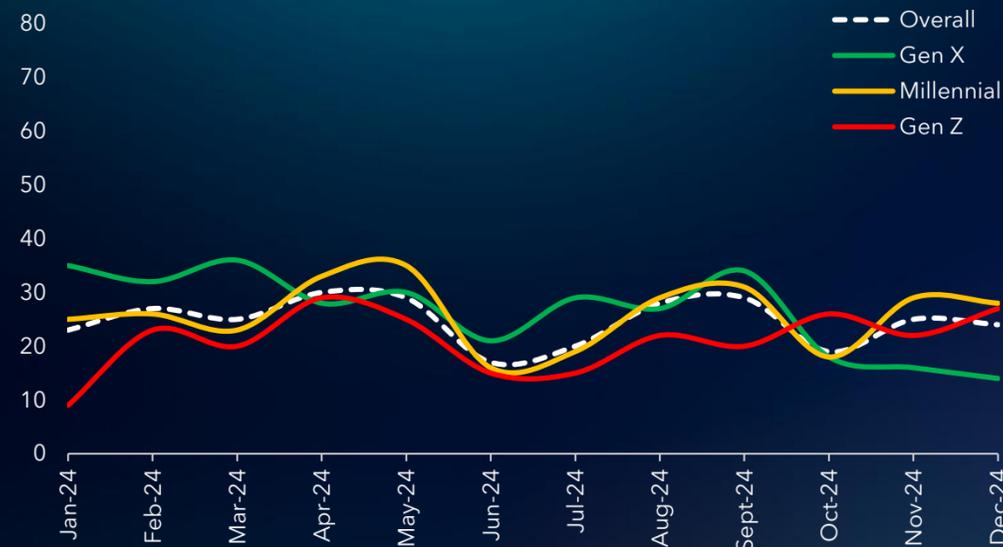
Consumers are leveraging digital tools to make smarter financial decisions. Whether through apps that track expenses or platforms that offer personalized deals, these tools are playing a critical role in enabling financial agility and control.

### Local-first strategies are gaining ground

Locally produced goods are becoming increasingly attractive for their affordability, freshness, and cultural relevance. Consumers are also prioritizing brands that support their communities, creating opportunities for locally-focused strategies.

### Tracking personal finance index across age groups & income levels

January 2024 - December 2024



Source: Kasi Insight - Personal Finance Index in Kenya

Kasi Personal Finance Index is a sub-index of the Kasi ICS, designed to assess consumers' ability to manage their finances. The index operates on a scale ranging from +100 to -100. A score closer to +100 indicates that a majority of consumers find it easier to manage their budgets, reflecting improved financial stability. Conversely, a score approaching -100 suggests that a significant proportion of consumers are struggling financially, highlighting widespread financial difficulty.

- ✓ The line between high- and low-income earners is blurring as financial behaviors converge. High-income households are adopting practices such as bulk buying, prioritizing value, and managing budgets with the precision traditionally seen among middle- and low-income groups. This convergence reflects a universal focus on financial resilience.
- ✓ Digital platforms are becoming central to how consumers manage their finances. Budgeting apps, price comparison tools, and e-commerce discounts are empowering households to optimize spending, track expenses, and stretch their budgets further.
- ✓ Consumers are making fewer impulsive purchases and are instead focusing on products and services that offer durability, functionality, and cost-efficiency. Long-term value has become a decisive factor in how consumers allocate their financial resources.

[LEARN MORE](#)

# BRANDS SPOTLIGHT

We've spotlighted four brands, that are helping consumers make *empowered financial choices*



## Wasoko – fueling business growth through smarter purchasing

Wasoko is empowering small businesses with access to stock on credit, helping retailers overcome cash flow constraints while ensuring they always have products in demand.

Through its tech-driven marketplace, retailers can order fast-moving consumer goods (FMCGs) without upfront payment, allowing them to grow their businesses without financial pressure.

By eliminating inefficiencies in the traditional supply chain, Wasoko is helping micro-entrepreneurs build sustainable businesses while making essential goods more accessible to communities.

<https://wasoko.com/>

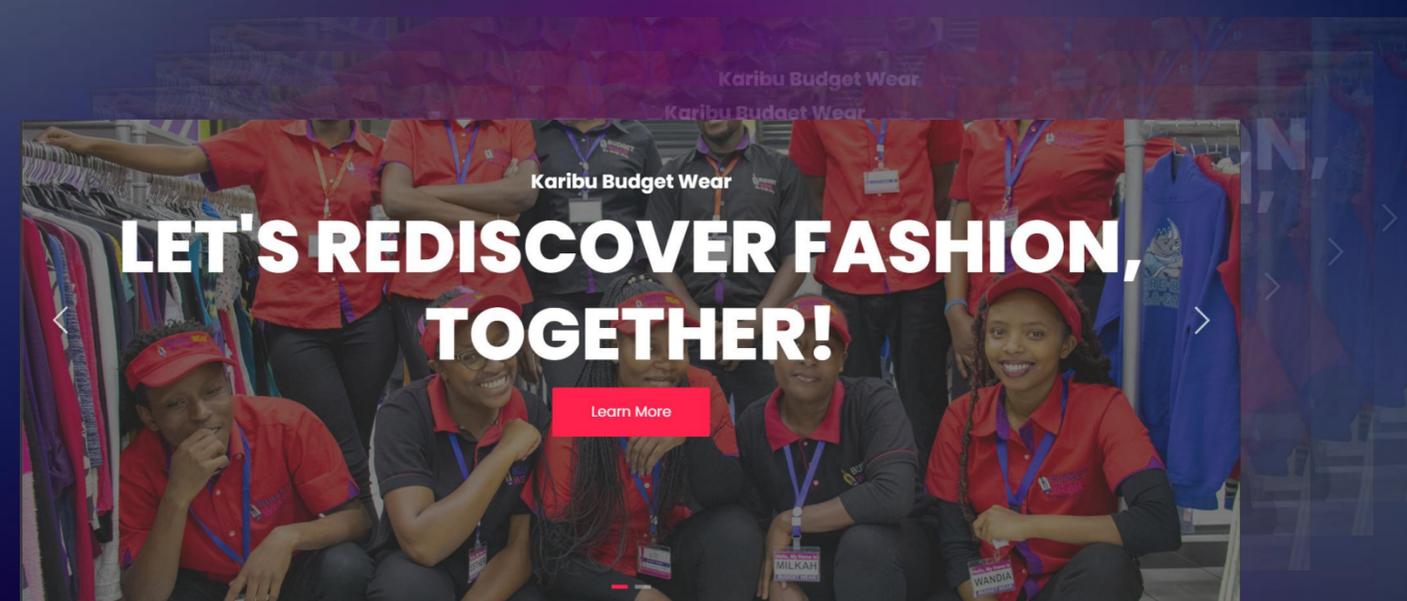


## Dignity Furniture – helping consumers furnish their homes affordably without compromising on quality.

Dignity Furniture has positioned itself as a go-to brand for stylish and affordable home furnishings, making quality furniture accessible to value-conscious consumers.

By focusing on local craftsmanship, efficient production, and cost-effective designs, Dignity ensures its products remain competitively priced without sacrificing durability. Consumers can find a wide range of furniture, all designed to balance affordability with functionality. It also provides flexible payment plans, enabling customers to furnish their homes without overwhelming their finances, making smart spending decisions easier.

<https://dignity.co.ke/>



## Budget Wear caters to a value-conscious audience with its focus on sustainable, affordable, and stylish thrift fashion

Budget Wear is Kenya's premier thrift store, offering a curated selection of pre-loved clothing and accessories for men, women, and children. With its motto, "Rediscover Fashion, Rediscover Value," the brand promotes affordability while encouraging sustainable shopping habits.

Budget Wear's carefully selected vintage and second-hand clothing allows shoppers to find stylish, high-quality pieces at accessible prices. Most clothing items are priced under KES 500, making it a go-to destination for budget-conscious fashion enthusiasts looking for timeless and unique outfits.



## Apollo Agriculture – enabling financial resilience for smallholder farmers

Apollo Agriculture empowers smallholder farmers by providing affordable access to credit, farm inputs, and advisory services through advanced technology. By leveraging AI-driven financing and satellite data, Apollo enables farmers to make informed financial decisions, ensuring better yields and economic stability.

Through pay-as-you-grow financing, Apollo removes financial barriers, allowing farmers to invest in productivity without upfront costs, promoting long-term financial sustainability.

<https://www.apolloagriculture.com/>

Strategic Resilience 2025

# STRATEGIC RESILIENCE IS POISED TO GROW IN 2025

## What consumers will be looking for?

### Confidence through financial empowerment

Consumers will seek tools and resources that help them manage budgets, track expenses, and make confident financial decisions. Empowerment through actionable insights and easy-to-use solutions will be highly valued.

### Measurable, long-term value products

Durable, repairable, and cost-efficient products will dominate consumer preferences. Brands that can highlight warranties, repair options, or cost-per-use benefits will win consumer loyalty.

### Affordable indulgences to maintain balance

While prioritizing essentials, consumers will look for small luxuries or comforts—like self-care products or premium food items—that bring joy without straining their budgets.

### Localized and culturally relevant offerings

Consumers will gravitate toward products that reflect their cultural values and local needs. Brands that invest in local sourcing and community engagement will resonate deeply.

### Seamless digital tools for smarter living

Consumers expect digital platforms to simplify their financial lives, offering convenience, savings, and efficiency. Tools that are intuitive and deliver real value will become indispensable.



## How brands can engage

### Equip consumers with empowering tools

Provide accessible digital solutions that help consumers make better financial decisions. Budgeting apps, expense trackers, or savings calculators can position your brand as a trusted partner in navigating economic challenges.

### Prioritize value, durability, & longevity

Design products that emphasize long-term benefits. Highlight durability, warranties, and cost-efficiency to align with consumers' growing focus on value-driven spending.

### Build trust with transparency

Be clear about pricing, product benefits, and additional costs. Transparency fosters loyalty and positions your brand as a dependable ally in consumers' financial journeys.

### Localize offerings to build community trust

Invest in local production, culturally relevant messaging, and community-driven initiatives. Consumers are drawn to brands that align with their identities and support their local economies.

### Innovate with practical affordability

Offer modular designs, smaller pack sizes, or flexible payment plans to cater to budget-conscious consumers. Maintaining quality while addressing affordability will be key to winning their trust.

### Industries poised to grow with this trend

- Financial Institutions
- Retail and Ecommerce
- FMCGs

**Contact us** to explore how our solutions can reboot your business

# HOLISTIC VITALITY

## Brands and products for a purposeful and balanced life

In an increasingly complex and challenging world, consumers are embracing Holistic Vitality, a transformative approach to wellness that integrates physical health, mental resilience, social harmony, and financial stability. This trend reflects a growing recognition that true well-being comes from addressing these interconnected aspects together, rather than treating them as separate priorities.

Amid economic uncertainty and rising living costs, consumers are demonstrating remarkable adaptability. They are focusing on practical ways to safeguard their health and finances, adopting intentional strategies to thrive within their means. Strong health perceptions persist, supported by better dietary habits, growing mental resilience, and a renewed emphasis on social relationships. At the same time, consumer choices reveal a shifting focus on self-care, evidenced by rising demand for beauty products, and a move toward moderation in alcohol consumption as part of healthier living.

**Holistic Vitality signals a growing desire for balance, where physical, emotional, social, and financial dimensions of wellness converge to create a sustainable and fulfilling lifestyle.**

Brands have an opportunity to act as enablers of this balance, supporting consumers with solutions that are practical, empathetic, and transformative.

# 91%

of consumers surveyed in 2024 say their overall health is either excellent, very good or good

# 30%

of consumers said they are feeling or seeing an increase in their physical health when compared to the last 6 months while 50% see no change

# 1 in 2

of consumers said they take at least two fruit or vegetable servings per day



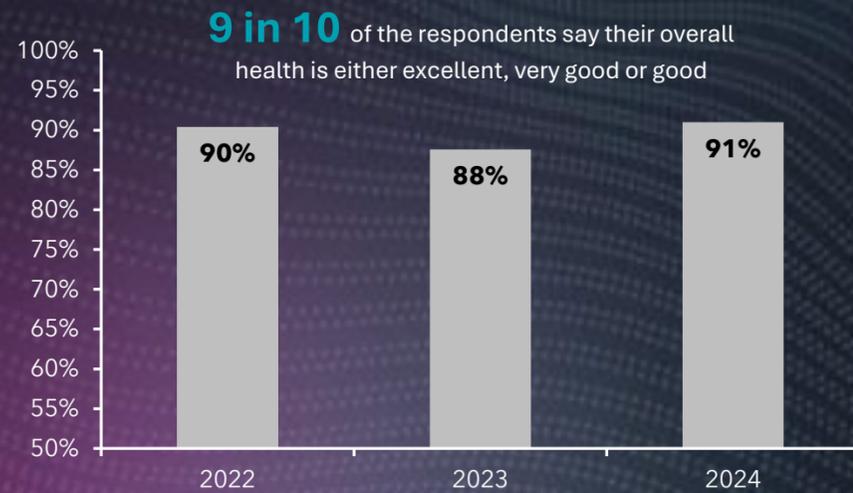
# TRACKING THE TREND

Despite external pressures, health perceptions have remained strong, with 91% of consumers rating their health as “good” or better. This resilience reflects consumers’ dedication to prioritizing self-maintenance through balanced diets, regular exercise, and mindfulness practices. By focusing on small, sustainable habits, individuals are ensuring they stay on track with their health goals.

Beauty products demand has steadily risen, peaking in late 2024, nearly doubling mid-2023 levels, driven by a focus on self-care and confidence. In contrast, alcohol demand has fluctuated, showing sharp declines in 2023 and modest recovery by 2024, reflecting a shift toward healthier, wellness-focused choices. These trends highlight evolving consumer priorities toward well-being.

## Tracking health perception in Kenya

Year: 2022 - 2024



Source: Kasi Insight - Health and Wellness Tracker in Kenya  
Q. In general, how would you say that your health is?

# UNDERSTANDING THE CONSUMER TRENDS

Brands that need a way into Holistic Vitality can embrace the following microtrends and engage with consumers wanting to forge a balanced and mindful lifestyle

## A comprehensive approach to wellness

Consumers are adopting a more unified perspective on health, where physical, mental, social, and financial well-being are interconnected. This creates demand for products and services that integrate these elements into a cohesive offering, addressing all aspects of life simultaneously.

## Authenticity and sustainability drive preferences

Natural, ethical, and locally sourced products are gaining traction as consumers increasingly associate these choices with better health outcomes and alignment with personal and environmental values. Transparency and authenticity in brand messaging are critical in building trust.

## Mental and financial health become essential pillars

The rising emphasis on mental and financial wellness reflects consumers’ desire for stability and control in uncertain times. Tools that support stress management, emotional resilience, and financial planning are no longer optional—they are expected.

## Simplicity in wellness routines drives adoption

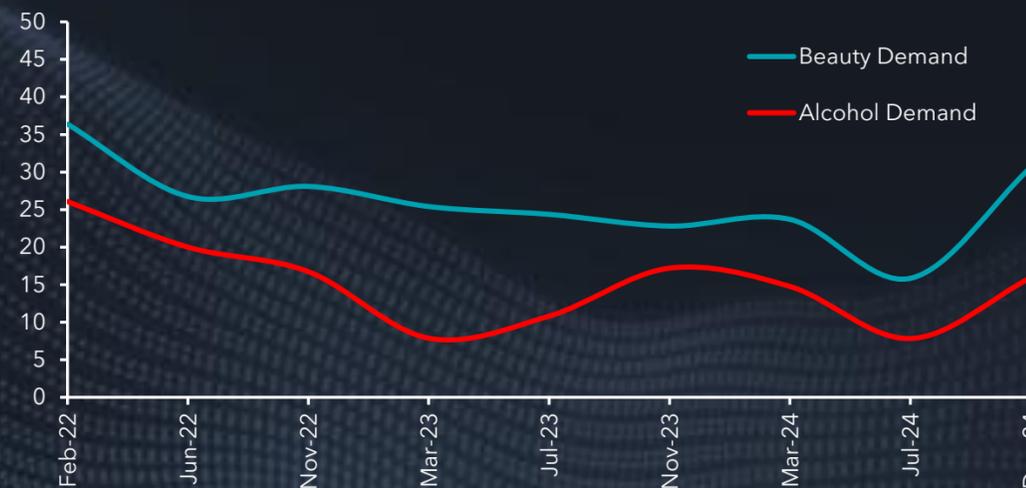
Simplified, easy-to-adopt wellness solutions resonate with consumers juggling busy schedules and limited resources. Products that reduce complexity while delivering tangible results—such as one-step skincare regimens or quick-prep nutritious meals—are gaining popularity.

## Community and collective well-being inspire loyalty

Social connection is increasingly viewed as an integral part of wellness, with consumers seeking shared experiences through group fitness classes, wellness forums, and community initiatives. These collective efforts enhance emotional resilience and foster a sense of belonging.

## Tracking retail demand in Kenya

February 2022 – December 2024



Source: Kasi Insight - Retail Demand Index in Kenya  
Kasi retail demand index measures consumer demand for retail category and provides insights on how consumer habits impact demand for various categories. The index ranges from + 100 to -100. An index level close to 100 means demand is high as more consumers are looking to purchase while an index level close to -100 means demand is low.

- ✓ Mental health as a core focus of wellness: Mental health has moved to the forefront of wellness priorities, with consumers actively seeking tools and practices that help them manage stress, uncertainty, and emotional well-being. From mindfulness apps to therapeutic self-care routines, mental health support has become a cornerstone of daily life.
- ✓ Financial wellness drives intentional decisions: With inflation and rising costs continuing to shape consumer behavior, financial health has become a central component of overall wellness. Consumers are adopting stricter budgeting practices, prioritizing essentials, and seeking out value-driven solutions that maximize impact without stretching their finances.
- ✓ Social connections enhance emotional resilience: The role of social health in overall well-being is becoming increasingly evident. Consumers are fostering stronger relationships and participating in community-driven activities that provide emotional support, shared purpose, and a sense of belonging. These connections are critical for navigating life’s challenges with optimism.

[LEARN MORE](#)

# BRANDS SPOTLIGHT

We've spotlighted several brands, that are helping consumers maintain a *balanced and mindful lifestyle*



## Ilara Health – Transforming healthcare diagnostics in Kenya

In the heart of Africa, Totohealth is sparking a revolution, empowering families to become "health hackers" using mobile technology.

By delivering personalized healthcare through weekly SMS updates, early detection algorithms, and clear, concise messages, Totohealth is slashing maternal and child mortality rates across Kenya. Families receive hope and confidence, one text message at a time, as Totohealth paves the way for a healthier future.

<https://totohealth.org/>



## Centonomy is redefining financial wellbeing by empowering individuals with money management skills

Centonomy is transforming financial literacy in Kenya by equipping individuals and businesses with practical money management, investment, and wealth-building strategies. Through financial literacy courses, coaching, and business mentorship, It helps Kenyans gain control of their finances and build sustainable wealth. By focusing on mindful spending, debt management, and long-term financial planning, Centonomy ensures that individuals can make informed financial decisions that promote long-term stability and well-being.

<https://centonomy.com/>



## Bu.ke Skincare promotes self-care with eco-friendly, handmade beauty solutions rooted in nature

Bu.ke Skincare is redefining skincare and beauty standards by formulating natural, handcrafted products made from ethically sourced, plant-based ingredients. Their product line, which includes activated charcoal soaps, shea butter moisturizers, and botanical-infused oils, is designed to nourish and heal the skin. Committed to sustainability and self-acceptance, Bu.ke Skincare advocates for clean beauty choices that emphasize skin health, minimal environmental impact, and ethical sourcing. The brand empowers consumers to embrace their natural beauty while making mindful purchasing decisions.

<https://bu-ke.co.ke/>



## Artcaffé elevates the café experience by blending culinary artistry with wellness-conscious offerings

Artcaffé goes beyond coffee, offering a diverse menu that caters to mindful eaters, from superfood-packed smoothie bowls to whole-grain pastries and fresh, nutrient-rich meals. By embracing locally sourced ingredients and balanced flavors, Artcaffé provides a health-conscious alternative for urban diners.

Their commitment to quality and experience is evident in their artisanal coffee, guilt-free indulgences, and thoughtfully curated food selections, making Artcaffé a space where wellness meets culinary creativity. Whether you're enjoying a vegan breakfast, protein-packed meal, or antioxidant-rich coffee, Artcaffé is a haven for those who value taste and nourishment in equal measure.

Holistic Vitality 2025

# HOLISTIC VITALITY WILL SHAPE CONSUMER BEHAVIOUR IN 2025

## What consumers will be looking for?

### Integrated wellness solutions

Products and services that address multiple dimensions of well-being—physical, mental, social, and financial—in a cohesive and accessible way will resonate strongly. Consumers want solutions that simplify and enhance their pursuit of balance.

### Affordable yet impactful offerings

Consumers are seeking value-driven solutions that maximize benefits without compromising on quality. Affordability remains critical, but offerings must also deliver measurable and meaningful results.

### Streamlined approaches to self-care

Time-saving, intuitive products and services that make it easier to prioritize wellness will appeal to busy consumers. Whether it's ready-to-use meal kits, simplified skincare products, or one-click budgeting tools, convenience is key.

### Locally inspired, authentic products

Locally sourced and culturally relevant offerings will attract consumers seeking products that resonate with their values, reflect their heritage, and support their communities.

### Tools for mental and financial health

Solutions that support emotional stability and financial planning—such as stress management apps, mental wellness products, and financial literacy programs—will become essential for consumers navigating modern life.



## How brands can engage

### Create holistic, all-in-one solutions

Develop products and services that combine elements of physical, mental, social, and financial wellness. For example, a wellness subscription that includes healthy snacks, mindfulness guides, and financial budgeting tools.

### Be transparent and build trust

Clearly communicate the benefits of your offerings while highlighting ethical sourcing, sustainability, and authenticity. Transparent storytelling will resonate with consumers who value honesty and alignment with their personal values.

### Simplify wellness for ease of use

Design solutions that make wellness effortless to incorporate into everyday life. Products like quick-prep meal kits, streamlined skincare routines, or intuitive wellness apps can help consumers stay consistent in their health journeys.

### Embrace local and cultural relevance

Align your offerings with local traditions and community values. Incorporating locally sourced ingredients, culturally meaningful packaging, and messaging can create a stronger connection with your audience.

### Support mental and financial health

Create tools and services that empower consumers to manage stress and finances effectively. Apps that track spending, programs that encourage savings, or workshops on mental resilience can help brands position themselves as enablers of well-being.

### Industries poised to grow with this trend

- Health tech
- Food and Beverage
- Beauty & Personal Care

**Contact us** to explore how our solutions can reboot your business

# EMERGING REALITY

## Brands and products for a *blended consumer journey*

In 2025, Emerging Reality encapsulates the evolving balance between digital innovation and traditional reliability. As consumers navigate a world of increasing options and touchpoints, they are crafting hybrid behaviors that leverage the speed and accessibility of digital channels while holding steadfast to the trust and depth offered by traditional platforms.

This dual-channel approach reflects a shift in consumer priorities—favouring convenience and immediacy without sacrificing the tangible, sensory engagement that traditional experiences offer. Younger generations, such as Gen Z and Millennials, lean toward digital platforms for their seamlessness and variety, while older demographics like Gen X continue to value the familiarity and credibility of traditional channels. Together, these preferences highlight the necessity for brands to harmonize these spaces, creating a unified experience that meets diverse needs.

## 4+

Access points as M-PESA users can access their money through Super App, Safaricom App, API, SIM Toolkit, and USSD catering for the big percentage of non-smartphone users

## 60%

of Kenya's GDP goes through M-PESA, a digital payment system which has significantly impacted consumers.

**Shopping behaviors mirror this trend. Traditional shopping dominates overall (favoured by 69%), yet modern digital formats are steadily rising, particularly among younger, tech-savvy consumers.**

Emerging Reality emphasizes the need for brands to adapt to this blended approach, creating cohesive, engaging, and trustworthy consumer journeys across both digital and traditional realms.



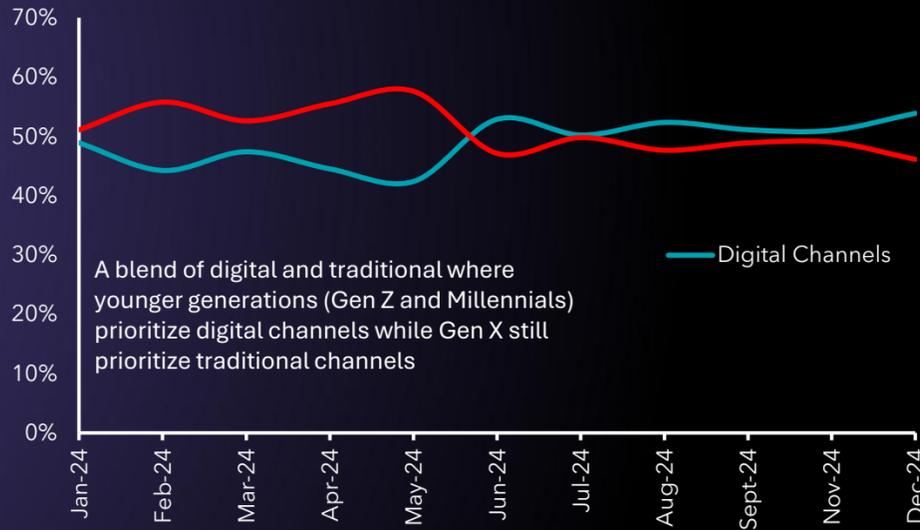
# TRACKING THE TREND

Consumers continue to rely on both digital and traditional platforms, each serving distinct purposes. Digital channels, such as social media and e-commerce, are praised for their speed, accessibility, and breadth of options, particularly among younger demographics. Conversely, traditional platforms like TV, newspapers, and in-person interactions are valued for their perceived credibility and emotional resonance. This **dual trust** highlights a consumer need for balance—using digital for exploration and traditional for validation.

While traditional shopping dominates overall (69%), Gen Z leads the adoption of modern shopping experiences, with 43% favouring digital formats for their convenience, variety, and speed. In contrast, Gen X (74%) and Millennials (73%) prioritize traditional shopping for its tactile and relational aspects. This generational divide underscores the importance of tailoring strategies to meet varied consumer preferences.

## Tracking media consumption across age groups

January 2024 – December 2024



Source: Kasi Insight - Media Tracker in Kenya

Q. Please select which of the following sources of information you use to keep informed about new products and the brands you use?

# UNDERSTANDING THE CONSUMER TRENDS

Brands that need to capitalize on Emerging Reality can leverage the following insights and engage with consumers seeking innovative, yet practical, solutions.

## Dual trust ecosystems drive opportunity

Digital and traditional channels are no longer competitors but complementary tools. Digital offers discovery and convenience, while traditional reinforces trust and credibility. Brands must align these experiences to offer a seamless, integrated journey.

## Generational nuances matter more than ever

Gen Z embraces digital innovation, while Gen X and Millennials maintain loyalty to traditional formats. Tailoring engagement strategies to these distinct preferences is critical for brand relevance.

## Tangibility remains a powerful driver

Traditional shopping thrives because it allows consumers to interact with products physically. For categories like fresh produce, clothing, and furniture, sensory validation is crucial to the decision-making process.

## Digital trust needs reinforcement

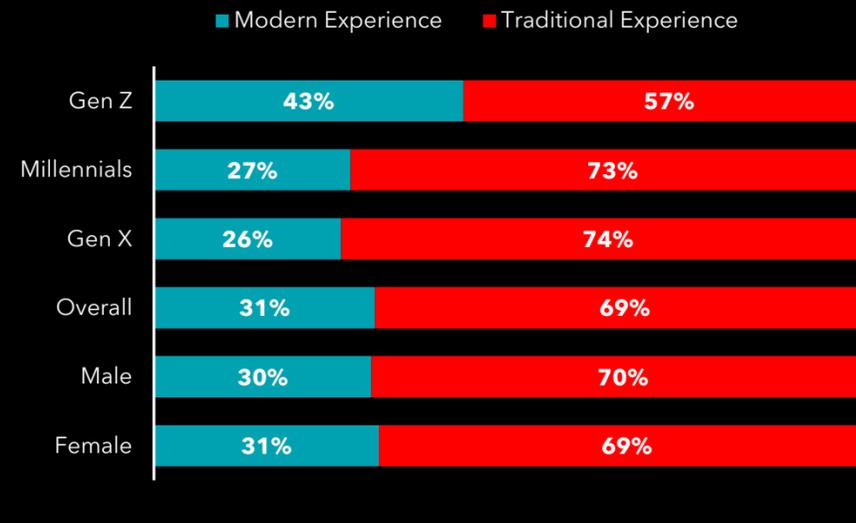
While digital platforms excel in speed and convenience, concerns around misinformation and privacy persist. Brands must address these issues transparently to build confidence and encourage greater adoption.

## Hybrid experiences are the new normal

The future is in blending digital and traditional touchpoints. Consumers expect flexible models that allow them to switch between online and offline seamlessly, from click-and-collect options to integrated loyalty programs.

## Tracking Shopping Preferences age groups & gender

Year: 2024



**Modern Shopping Experiences** - options that offer a wide variety of products under one roof or online, often from large chains or corporations

**Traditional Shopping Experiences** - options that are more localized, specialized, or outdoors, offering a more traditional or community-oriented shopping experience.

Source: Kasi Insight – Consumer Basket Purchase in Kenya

Q. Typically, where do you buy MOST of your regular groceries?

- ✓ Blurring the lines between digital and physical spaces: The consumer journey increasingly reflects a hybrid model, where individuals research online but complete purchases in-store—or vice versa. This blending of online and offline spaces highlights an expectation for seamless transitions and cohesive experiences across all touchpoints.
- ✓ The enduring appeal of tradition: Traditional shopping remains essential for categories that require sensory validation, such as groceries, apparel, and home goods. Its ability to offer tactile engagement, personalized interactions, and immediate fulfilment reinforces its relevance in an evolving marketplace.
- ✓ Digital’s advantage in convenience and innovation: Digital platforms continue to gain traction for their ability to simplify processes and provide innovative solutions. Features such as personalized recommendations, streamlined checkouts, and virtual try-ons appeal to younger, tech-driven consumers while addressing their need for efficiency.

# BRANDS SPOTLIGHT

We've spotlighted four brands, that are helping consumers seeking innovative, yet practical, solutions

Universal patient portal

## Realtime access to your health data

We enable you to access and manage your health data anywhere across multiple devices

GET STARTED



**AfyaRekod is transforming the way individuals and healthcare providers interact with medical records by introducing a patient-driven, AI-powered health data platform.**

This digital-first approach ensures that users have 24/7 access to their medical history, prescriptions, and diagnostic records, regardless of location.

By integrating machine learning and blockchain technology, AfyaRekod enhances data security, predictive health analytics, and telemedicine accessibility. Patients can share their records seamlessly with doctors and hospitals, allowing for faster diagnosis, accurate treatment, and better health outcomes. This model is bridging the gap between data and healthcare, making medical services smarter, safer, and more personalized.

<https://www.afyarekod.com>



### BasiGo is revolutionizing public transport with smart, electric bus solutions

BasiGo is leading Kenya's transition to electric mobility by introducing clean, affordable electric buses for public transportation. Their pay-as-you-drive model ensures that fleet operators can adopt sustainable transport without high upfront costs, reducing reliance on fossil fuels.

Equipped with smart energy management systems, BasiGo's buses offer real-time tracking, battery monitoring, and predictive maintenance, improving efficiency and lowering operational costs. This tech-enabled approach to urban transport is not only reducing carbon emissions but also enhancing commuter experiences with smoother, quieter, and environmentally friendly rides. With Nairobi and other major cities grappling with congestion and carbon emissions, BasiGo is at the forefront of reshaping urban mobility through technology-driven, eco-friendly transport solutions.

<https://www.basi-go.com>



### Zuri Health is transforming digital healthcare with on-demand mobile consultations and personalized care

Zuri Health is bridging the gap between patients and healthcare providers by offering instant doctor consultations, prescription deliveries, and lab test bookings through an easy-to-use mobile platform. Their SMS and WhatsApp-based services ensure that even users without smartphones or internet access can receive expert medical advice in real-time.

By integrating telemedicine, AI-powered diagnostics, and electronic prescriptions, Zuri Health is making affordable, quality healthcare accessible to millions. Their model enhances healthcare efficiency, reduces wait times, and expands medical access to underserved communities, ensuring that no one is left behind in the digital health revolution.

<https://www.zuri.health>

### PesaLink is redefining digital banking with real-time, secure interbank money transfers

PesaLink is revolutionizing the Kenyan financial ecosystem by enabling instant, secure bank-to-bank transactions 24/7. Unlike traditional banking systems that take hours or days, PesaLink offers real-time money transfers between different banks, making payments faster and more cost-effective.

With a mobile-friendly interface and seamless integration with banking apps, PesaLink reduces transaction costs and enhances financial inclusion. Businesses and individuals can transfer large sums securely, without the reliance on mobile money services, creating a more direct and efficient financial system.

Emerging Reality 2025

# BRIDGING DIGITAL CONVENIENCE WITH TRADITIONAL AUTHENTICITY

## What consumers will be looking for?

### Seamless integration - digital and traditional

Consumers will demand smooth transitions between online research and offline purchases. Brands that harmonize these spaces will enhance the overall experience and build trust.

### Reliable, transparent communication

Consistency across all channels—digital and traditional—will be key to earning consumer confidence. Clear, accurate, and transparent messaging will resonate strongly.

### Personalized, multi-channel engagement

Tailored experiences that span both online and offline realms will appeal to consumers seeking relevance and individual attention. Personalized recommendations, whether through digital tools or in-store consultations, will strengthen loyalty.

### Hybrid shopping experiences

Consumers will increasingly favor hybrid models, such as online-to-offline fulfillment and in-store digital tools. These approaches enhance convenience and align with evolving expectations.

### Trust and security in digital platforms

As concerns around privacy and misinformation grow, consumers will gravitate toward brands that prioritize transparency, security, and ethical digital practices.



## How brands can engage

### Build unified experiences

Develop hybrid models that connect digital and traditional spaces. Examples include click-and-collect services, in-store digital kiosks, and loyalty programs that span both online and offline channels.

### Reinforce trust through transparency

Consistency across channels is crucial. Highlight security measures in digital platforms and ensure reliability in traditional formats to build consumer confidence.

### Elevate in-store engagement

Invest in creating sensory and relational experiences in physical stores. Interactive displays, product demonstrations, and knowledgeable staff can make traditional shopping more engaging and memorable.

### Simplify digital interactions

Ensure digital platforms are intuitive and fast. Features such as easy navigation, personalized recommendations, and robust customer support will drive adoption and satisfaction.

### Adapt to generational expectations

Tailor strategies to meet the needs of distinct demographics. For Gen Z, emphasize digital convenience and innovation. For Gen X and Millennials, focus on authenticity, trust, and tactile engagement in traditional spaces.

### Industries poised to grow with this trend

- Ecommerce
- Fintech
- Transport & Mobility

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# ECO-POWERED LIVING

## Brands and products for *an improved tomorrow*

As sustainability becomes a core concern for consumers globally, their preferences are no longer limited to aesthetics or functionality. Eco-Powered Living captures the shift toward environmentally and socially responsible consumption, where individuals actively seek products that align with their values of health, well-being, and sustainability.

This emerging trend reflects a growing commitment to ethical practices, eco-friendly production, and transparency. Consumers are increasingly holding brands accountable, demanding sustainable packaging, local sourcing, and natural ingredients. While Gen X and high-income groups lead the charge, younger generations like Millennials and Gen Z are also actively shaping the narrative, showcasing a strong interest in environmental sustainability and social impact.

## 97%

Of consumers identify at least one of the sustainability factors when making purchase decision.

## 1 in 2

Consumers are going for products made with natural ingredients

**For brands, Eco-Powered Living signals a clear mandate: adapt to these evolving demands with authenticity, innovation, and inclusivity. It is not enough to make claims; businesses must act, communicate, and prove their commitment to a sustainable future.**



**SUSTAINABILITY**

Optimizing the use of natural resources



# TRACKING THE TREND

Consumers overwhelmingly prioritize natural ingredients when selecting products, with 53% ranking this as their top consideration. High-income groups and Gen X are particularly drawn to items that promote health and well-being. This preference for clean, transparent labelling reflects a deeper desire to avoid harmful chemicals and support health-conscious lifestyles.

The rise of eco-friendly packaging: Eco-friendly packaging, including recyclable and biodegradable options, is rapidly gaining traction among consumers. This factor is particularly significant among Gen Z, who are leading the charge for sustainable lifestyles. For brands, adopting innovative packaging solutions is no longer optional but essential for staying relevant.

## UNDERSTANDING THE CONSUMER TRENDS

Brands that need a way into Eco-Powered Living can embrace the following microtrends and drive positive change for the environment, society, and communities

### Natural ingredients as a top priority

The demand for products made with natural ingredients reflects a broader consumer focus on health, safety, and sustainability. Brands that emphasize clean, transparent sourcing and ingredient lists are more likely to build lasting trust and loyalty.

### Sustainability as a lifestyle choice

Sustainability is no longer limited to a product feature; it is a lifestyle that consumers want brands to embrace. From eco-friendly packaging to organic certifications, consumers expect brands to offer solutions that reduce environmental impact at every stage of the product lifecycle.

### Local sourcing for community impact

Consumers are increasingly supporting local sourcing not only for its environmental benefits but also for its ability to strengthen community connections. Products with regional or local origins appeal to consumers seeking authenticity and a tangible way to make a positive impact.

### Authenticity and transparency driving trust

Consumers demand that brands back their sustainability claims with proof. Certifications, impact reports, and transparent communication about sourcing and production practices are no longer optional—they are necessary to build credibility.

### Durability and functionality for long-term value

Durable, multi-functional products are in high demand as consumers look for items that reduce waste and deliver greater value over time. This aligns with the growing push for conscious consumption, where quality and longevity are prioritized over quantity.

### Tracking sustainability across gender, age groups & income

Year: 2024

| SUSTAINABILITY FACTORS                                 | OVERALL | FEMALE | MALE | BABY BOOMERS | GEN X | MILLENNIALS | GEN Z | HIGH INCOME | MIDDLE INCOME | LOW INCOME |
|--|---------|--------|------|--------------|-------|-------------|-------|-------------|---------------|------------|
| Made with natural ingredients                          | 1       | 1      | 1    | 1            | 1     | 1           | 1     | 1           | 1             | 1          |
| Products with eco-friendly packaging                   | 2       | 2      | 2    | 2            | 2     | 2           | 2     | 3           | 2             | 2          |
| Organic/ made with organic ingredients                 | 3       | 3      | 3    | 3            | 4     | 3           | 3     | 2           | 3             | 3          |
| Products made - environmentally friendly manner        | 4       | 4      | 4    | 5            | 3     | 4           | 4     | 6           | 4             | 4          |
| No-GMO   | 5       | 5      | 5    | 4            | 5     | 5           | 5     | 4           | 5             | 5          |
| Products that are made in Africa /made in your country | 6       | 6      | 6    | 5            | 6     | 6           | 7     | 7           | 6             | 7          |
| Price  | 7       | 7      | 8    | 8            | 7     | 8           | 6     | 5           | 7             | 8          |
| Not tested on animals                                  | 8       | 8      | 7    | 5            | 8     | 7           | 8     | 8           | 8             | 6          |

Source: Kasi Insight – Sustainability data in Kenya

Q. Product/Food sustainability means product/food that is safe and healthy for people and for the environment. When you are making a decision about which food or products to buy, which of the following sustainability factors influences which brands you buy

- ✓ Organic ingredients and environmentally friendly production practices resonate strongly with consumers. These factors go beyond health benefits, symbolizing a commitment to reducing environmental harm. High-income consumers and younger generations are especially drawn to organic products as they align with their vision of ethical living.
- ✓ Consumers are increasingly favouring products made locally or regionally, recognizing the dual benefits of supporting local economies and reducing transportation-related emissions. Gen X and high-income earners are the most prominent advocates of this shift, but the trend is gaining traction across all demographic groups.
- ✓ Nearly 70% of consumers report they are likely to support businesses integrating sustainable practices, such as renewable energy, recycling, and waste reduction. This demonstrates that sustainability is no longer a niche interest but a mainstream expectation, with consumers ready to reward brands that lead the way.

LEARN MORE 

# BRANDS SPOTLIGHT

We've spotlighted four brands, that are providing sustainable solutions and services to consumers



## EcoPost is addressing plastic waste by transforming it into durable, eco-friendly construction materials

These posts serve as a sustainable alternative to wood, helping to reduce deforestation while creating durable, cost-effective solutions for farmers, developers, and conservationists. By utilizing a circular economy approach, EcoPost not only contributes to waste reduction and environmental sustainability but also creates jobs and economic opportunities for waste collectors and recyclers across Kenya. The company's impact extends beyond construction, as it actively partners with organizations to promote plastic waste management and sustainable urban development.

<https://ecopost.co.ke>



## KikoRomeo is redefining African fashion through sustainability, ethical sourcing, and cultural craftsmanship

KikoRomeo, meaning "Adam's Apple" in Kiswahili, is a trailblazer in sustainable and ethical fashion, known for its hand-dyed fabrics, eco-conscious textiles, and handcrafted tailoring. By using locally sourced, biodegradable materials and working with Kenyan artisans, the brand minimizes waste, supports fair trade, and promotes slow fashion. With a deep commitment to cultural preservation and innovation, it integrates traditional African textiles and dyeing techniques into contemporary designs

<https://www.kikoromeo.com>



## Burn Manufacturing is revolutionizing clean cooking with high-efficiency, low-emission cookstoves

Burn Manufacturing is Africa's leading producer of energy-efficient cookstoves, providing clean, fuel-saving solutions that significantly reduce charcoal and firewood consumption while lowering household emissions. Their stoves cut fuel costs by up to 65%, making them a cost-effective and environmentally friendly solution for millions of households.

By manufacturing stoves locally in Kenya, Burn creates employment opportunities while promoting sustainable energy adoption.

<https://burnstoves.com>



## Enviroserve is leading large-scale e-waste management by ensuring safe disposal and repurposing of electronic waste

Enviroserve Kenya specializes in responsible collection, dismantling, and repurposing of electronic devices, ensuring safe disposal of hazardous materials. By recovering valuable components from discarded electronics, Enviroserve minimizes e-waste pollution while promoting a circular economy.

The company works with corporations, government agencies, and consumers to ensure that outdated IT equipment, mobile phones, and batteries are securely processed, refurbished, or recycled rather than ending up in landfills. Their services include certified data destruction, metals recovery, and sustainable refurbishing, ensuring that technology waste is handled responsibly while supporting green jobs.

Eco-Powered Living 2025

# DRIVING THE SHIFT TO RESPONSIBLE CONSUMERISM

## What consumers will be looking for?

### Health-focused natural products

Consumers will continue to seek products that emphasize health benefits, including those made with natural, non-toxic ingredients. Transparency in sourcing and production will be key to meeting these expectations.

### Sustainable packaging solutions

Biodegradable and recyclable packaging will remain a priority for environmentally conscious consumers. Innovative packaging designs that minimize waste while maximizing convenience will stand out.

### Ethical and organic options

Products that combine organic certifications with ethical practices, such as fair labour and responsible sourcing, will gain favor. Consumers want to feel that their purchases contribute positively to both the planet and society.

### Local and community-based products

Consumers will increasingly gravitate toward brands that highlight local sourcing, artisanal production, and community support. These attributes foster a sense of connection and trust.

### Proof of impact through measurable results

Shoppers will demand quantifiable evidence of a brand's sustainability efforts. Metrics like carbon footprint reductions, renewable energy usage, and recycling rates will become critical factors in building trust and loyalty.



## How brands can engage

### Innovate with sustainability at core

Brands must embed sustainability into their product design and operations. This includes sourcing renewable materials, adopting energy-efficient production methods, and offering eco-friendly alternatives that meet consumer needs without compromising on quality.

### Transparency and authenticity

Transparency is key to earning consumer trust. Brands should openly share their sustainability initiatives, provide certifications, and communicate their impact through clear and accessible channels.

### Champion local sourcing & partnerships

By sourcing materials locally and partnering with regional producers, brands can reduce their environmental impact while supporting community development. Highlighting these efforts in marketing campaigns will resonate deeply with conscious consumers.

### Educate and inspire consumers

Educational campaigns that emphasize the long-term benefits of sustainable choices can help consumers see the value in eco-friendly products. Empowering them with knowledge will foster stronger brand loyalty.

### Offer durable and versatile solutions

Developing durable, high-quality products that serve multiple purposes can reduce waste and appeal to consumers looking for practical, long-lasting solutions. This approach aligns with the values of eco-conscious living while providing tangible benefits to the consumer.

### Industries poised to grow with this trend

- Manufacturing
- Energy & Clean Tech
- Fashion & Apparel

**Contact us** to explore how our solutions can reboot your business

# NAVIGATE TRENDS, SHAPE TOMORROW



**Yannick Lefang**  
CEO, Kasi

As we step into 2025, the Kenyan consumer landscape is undergoing profound shifts, shaped by resilience, adaptability, and a growing focus on sustainability and innovation. The four defining trends of Strategic Resilience, Holistic Vitality, Emerging Reality, and Eco-Powered Living reflect the evolving priorities of a consumer base increasingly driven by purpose, practicality, and progress. These trends call on businesses to adopt proactive strategies, embrace foresight, and align with these new dynamics to shape a more meaningful and sustainable future.

## *Evolving Market Landscape*

The evolving market landscape in Kenya reflects the influence of changing consumer trends. Businesses need to adapt their strategies to align with the evolving preferences and values of the Kenyan consumer base.

## *Innovation Opportunities*

The emerging trends offer innovation opportunities for businesses to create tailored solutions that resonate with the evolving needs and preferences of Kenyan consumers. Embracing innovation is key to staying competitive in the market.

## *Omnichannel Retailing*

“Omnichannel Retailing”, is becoming increasingly important in the retail industry. It recognizes that customers engage with retailers across multiple touchpoints and seeks to provide a consistent, integrated experience across all these channels.

## EMBRACING CHANGE IN 2025

The convergence of Strategic Resilience, Holistic Vitality, Emerging Reality, and Eco-Powered Living signals a significant evolution in consumer behavior and expectations. To succeed in this landscape, businesses must:

### **Enable resilience with meaningful solutions**

Brands must focus on empowering consumers by offering products and services that address real-life challenges. Whether it's tools for better financial management, affordable wellness products, or innovative solutions that simplify everyday decisions, businesses that position themselves as enablers of resilience will earn consumer trust and loyalty.

### **Lead with purpose and accountability**

Consumers are increasingly driven by values, making it essential for brands to demonstrate authenticity in their sustainability efforts, social responsibility, and inclusivity. This goes beyond surface-level initiatives—it's about embedding purpose into every aspect of the business. Brands that lead with transparency and meaningful action will differentiate themselves in a crowded marketplace.

### **Embrace omnichannel innovation**

With the rise of Emerging Reality, the distinction between digital and traditional spaces is disappearing. Brands must embrace this convergence by creating seamless, intuitive omnichannel experiences. This includes investing in technology that enhances customer engagement, leveraging data to personalize interactions, and ensuring that every touchpoint reflects a cohesive brand identity.

### **Make wellness central to your strategy**

The emphasis on Holistic Vitality calls for businesses to integrate wellness into their offerings. This includes developing products that support mental and physical health, designing campaigns that promote positive lifestyles, and engaging in initiatives that foster social connection. By positioning wellness as a core value, brands can become trusted allies in their customers' journeys toward balance and vitality.

### **Innovate for a sustainable future**

The rise of Eco-Powered Living underscores the urgency for brands to embrace sustainability as a strategic priority. This involves adopting practices that minimize environmental impact, from eco-friendly packaging to renewable energy solutions. Brands that innovate with sustainability in mind will not only attract eco-conscious consumers but also contribute to a better future for all.

# THE INTELLIGENCE AFRICA RUNS ON

We envision an African market where you can win  
and inspire with confidence

Kasi Insight provides real-time, aggregated and trended primary data on and across Africa at a speed and ease not matched by traditional market research



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# CONTACTS & CREDITS

Many thanks to the below, whose insights were integral to the creation of this report:

**YANNICK LEFANG**  
Report editor

**PAUL CHELOTI**  
Data & Graphics

**PATIENCE MUYAMBO**  
Research & Insights Framework

**SANDRA BELDINE OTIENO**  
Lead Insight Analyst

For any media enquiries, or to speak to someone at Kasi Insight,

please contact:  
[info@kasiinsight.com](mailto:info@kasiinsight.com)



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**Contact us** to explore how our solutions can  
reboot your business

**Address**

Riara Corporate Suites – 3rd Floor  
Nairobi, Kenya

140 Yonge Street, Suite 200 ON M5C 1X6  
Toronto, Canada

**Email**

[info@kasiinsight.com](mailto:info@kasiinsight.com)

**Telephone**

(+254) 786 511161  
+1 (647) 293 6783