

# Tactical Spending: Top 3 Inflation Coping Strategies

## Regional Patterns

Region	Primary Strategy	Market Sentiment
North Africa	Community Support	Strong social safety nets
West Africa	Diverse/Substitution	Market resourcefulness
Central Africa	Delayed Purchases	Limited brand flexibility
East/Southern	Cheaper Alternatives	High retail competition

## Dominant Strategies

"Purchased cheaper alternatives" is the #1 strategy in 9 of 21 countries, and the single most common response overall. It dominates East and Southern Africa in particular.

## Outliers Worth Noting

Congo stands out for having virtually no uptake of lifestyle changes or community services — coping is almost entirely individual.

Cameroon has the most evenly distributed responses across all strategies, suggesting consumers are adopting a broad mix of tactics rather than concentrating on one.

## What's Notably Low Across the Board

"Used community services" and "Used savings for expenses" are the least common strategies continent-wide, suggesting most consumers either lack savings buffers or accessible community programs, or are preferring market-based solutions over institutional ones.

