



The Mobile App Guide For Africa

Build apps Africans want

December 2015



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Research Firm, Informa UK claims that there are more than 4 Million smartphones in Kenya, a number buoyed by the proliferation of affordable smartphones like Nokia's Asha series and Huawei's Ideos phones. Despite the potential market, local app developers are struggling to get their apps downloaded. The most popular app in Kenya has 500K downloads mostly from Asia and NA users. Hence the question a lot of the local app developers are asking: **Why aren't apps downloaded locally?**

Kasi Insight conducted a Mobile apps study to try to understand the dynamics from the mobile user vintage point: an online survey conducted in Kenya, Cameroon & Ghana on mobile users' habits and views on apps, features. Over 1020 respondents ages 18-55 participated in the survey in Kenya, sharing their feelings about local app, but also apps they will pay for and apps that will improve their life.

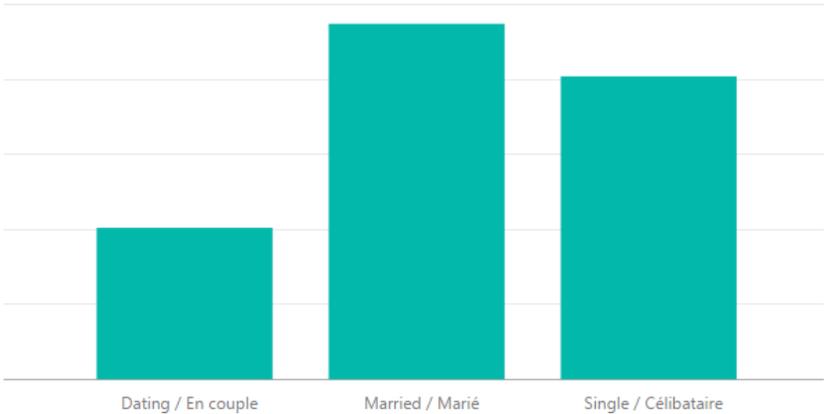
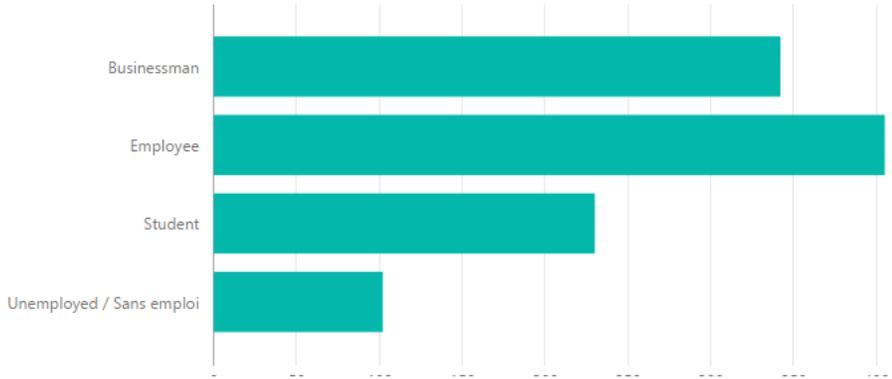
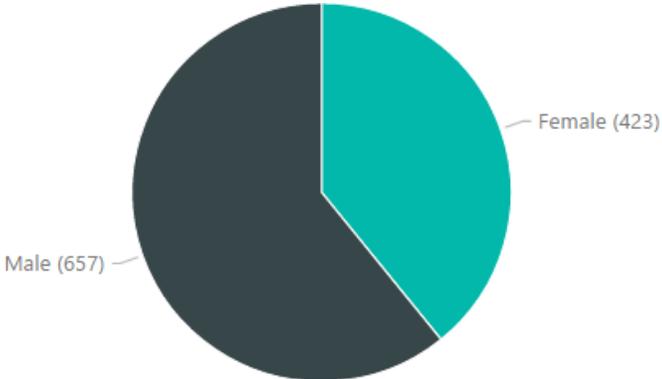
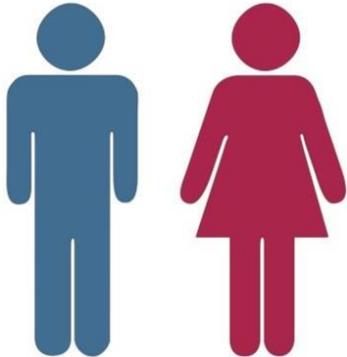
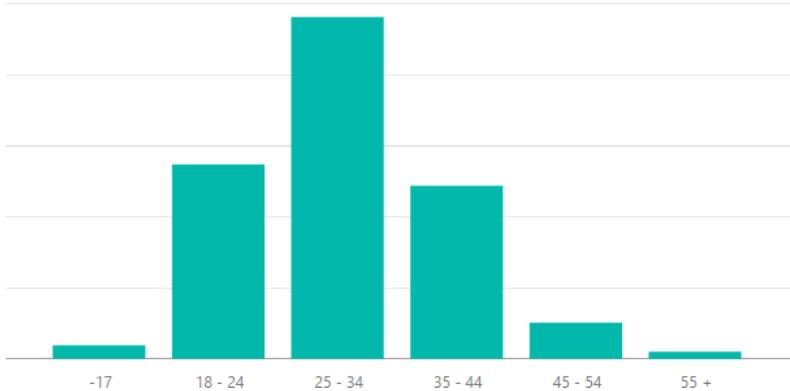
What & When

A 10-minute online survey was conducted by Kasi Insight between November 9th and November 25th, 2015, in Kenya, Ghana and Cameroon.

Who

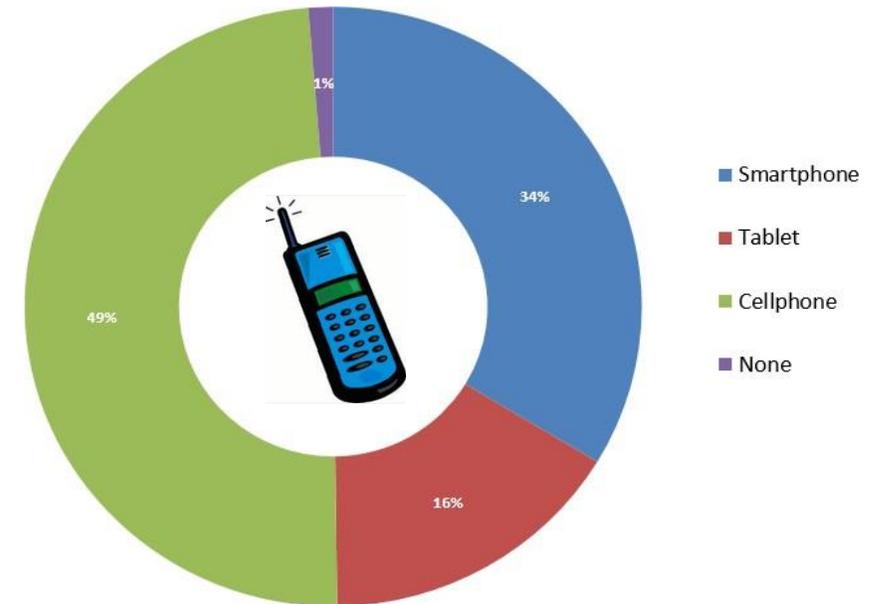
3 countries were sampled via our internet-based network: Kenya (N= 1080), Ghana (N= 1000) and Cameroon (N=1050)
All survey participants are ages 18 to 55, mostly urban dwellers and mobile users

Kenya respondent profile



- Feature phone and smartphone ownership is high
- Battery life and App availability are the most important features
- Mobile devices are more than calling devices

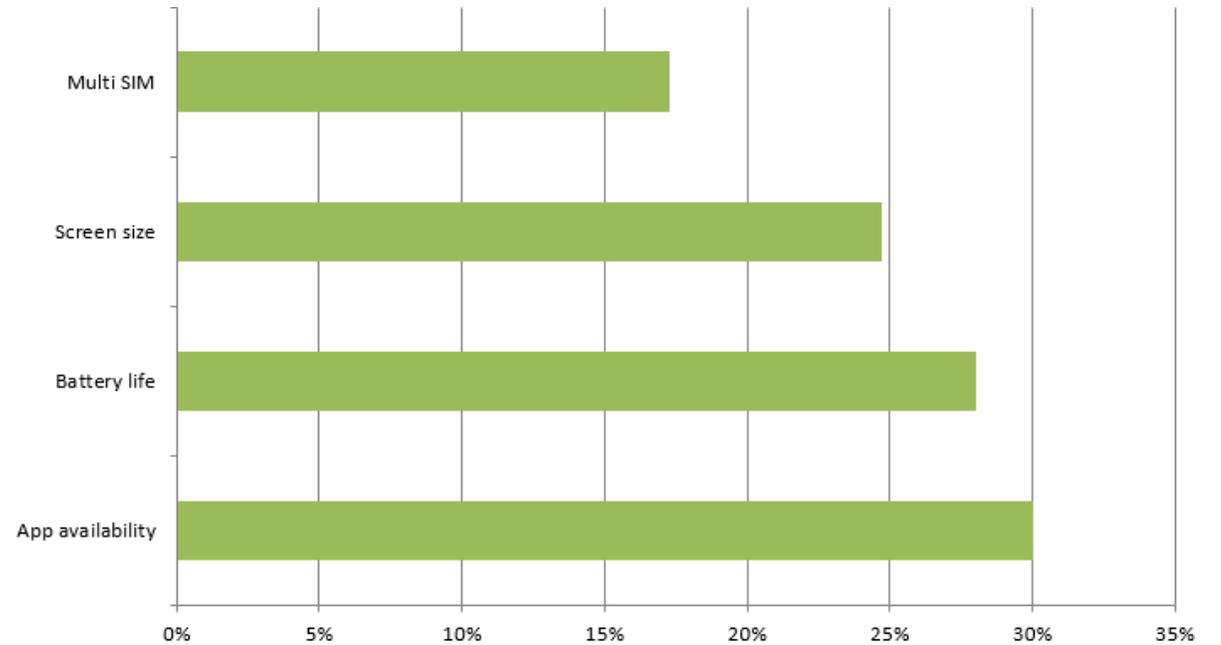
83% of respondents own cellphone or smartphone



Q: What type of mobile device do you own?
Kenya (N=1025)

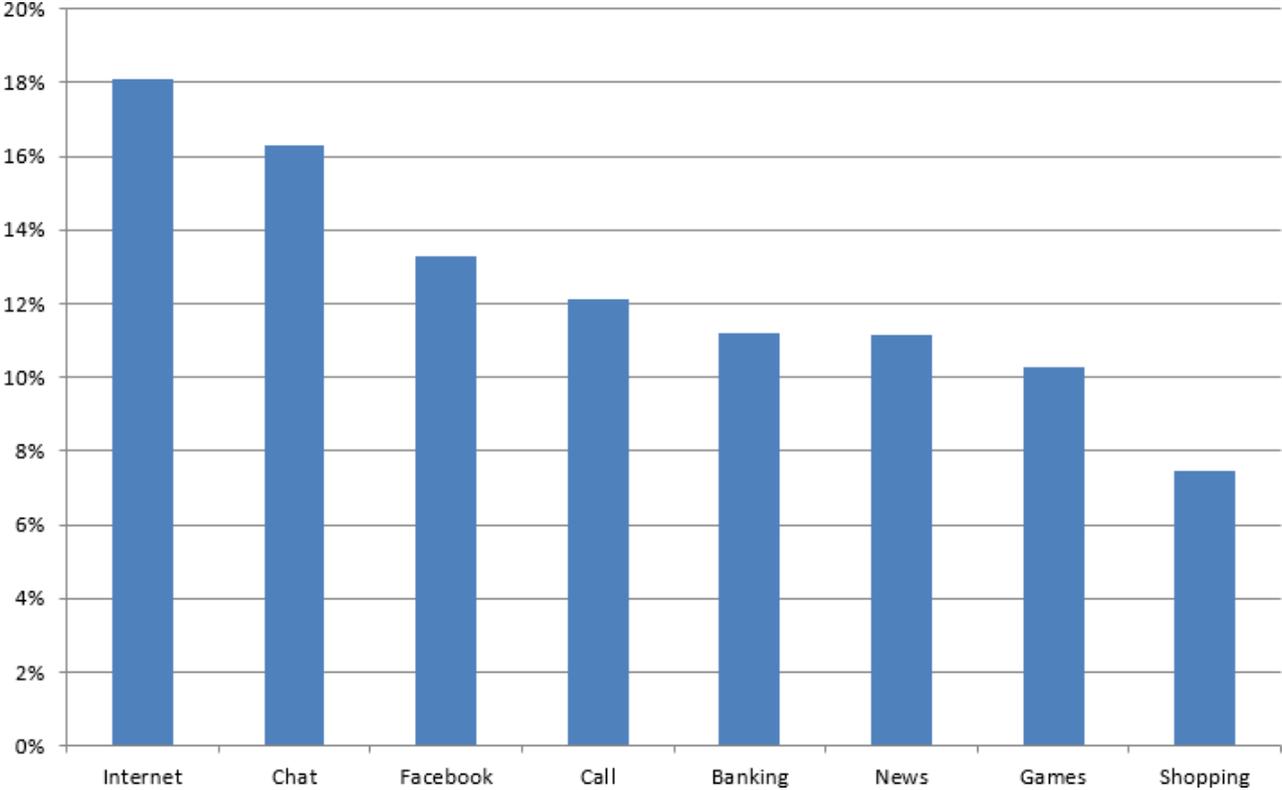


30% of respondents say app availability is an important feature



Q: What are the important features on your mobile?
Kenya (N=1025)

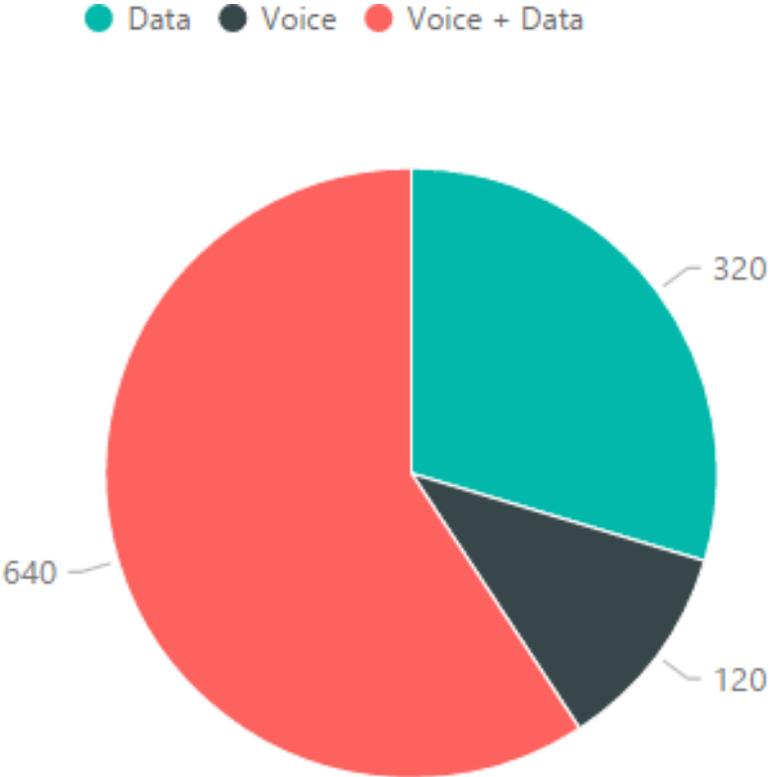
Games and shopping come last in terms of our respondents mobile usage



Q: How do you use your mobile device?
Kenya (N=1025)

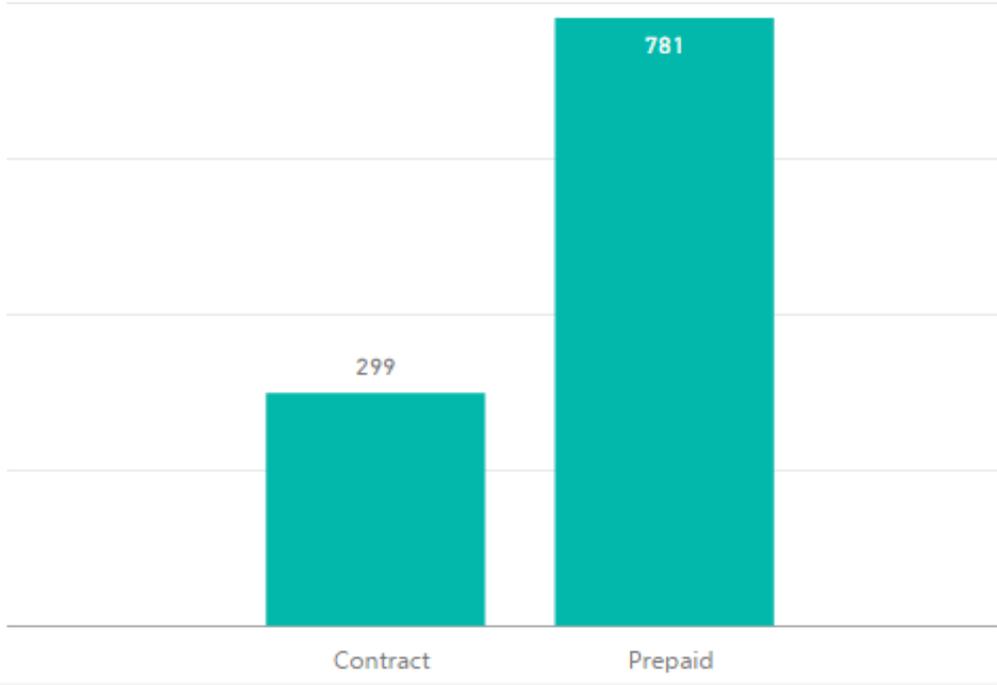
- **Majority of respondents have voice + data bundle**
- **Prepaid is still the dominant service term**
- **Data bundles are not cheap**

88% of respondents have data included in their mobile service



Q: What type of mobile plan do you have?
Kenya (N=1025)

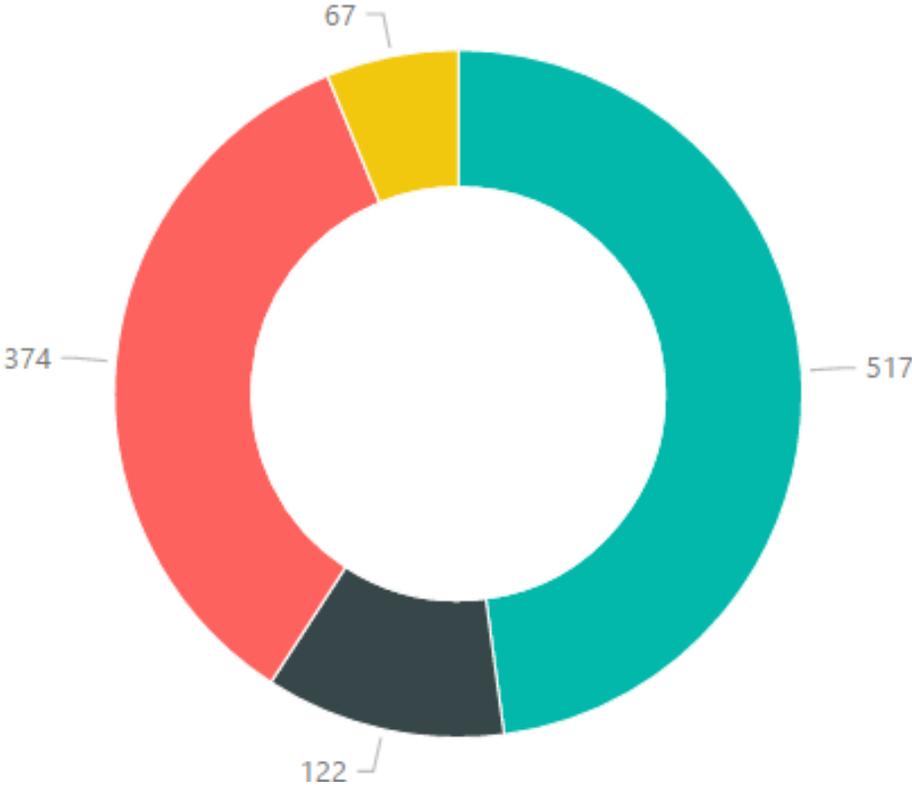
72% of respondents use prepaid service



Q: What type of mobile service do you have?
Kenya (N=1080)

● Affordable ● Cheap ● Expensive ● I don't have data

Only 11.3% of respondents found the data bundle to be cheap

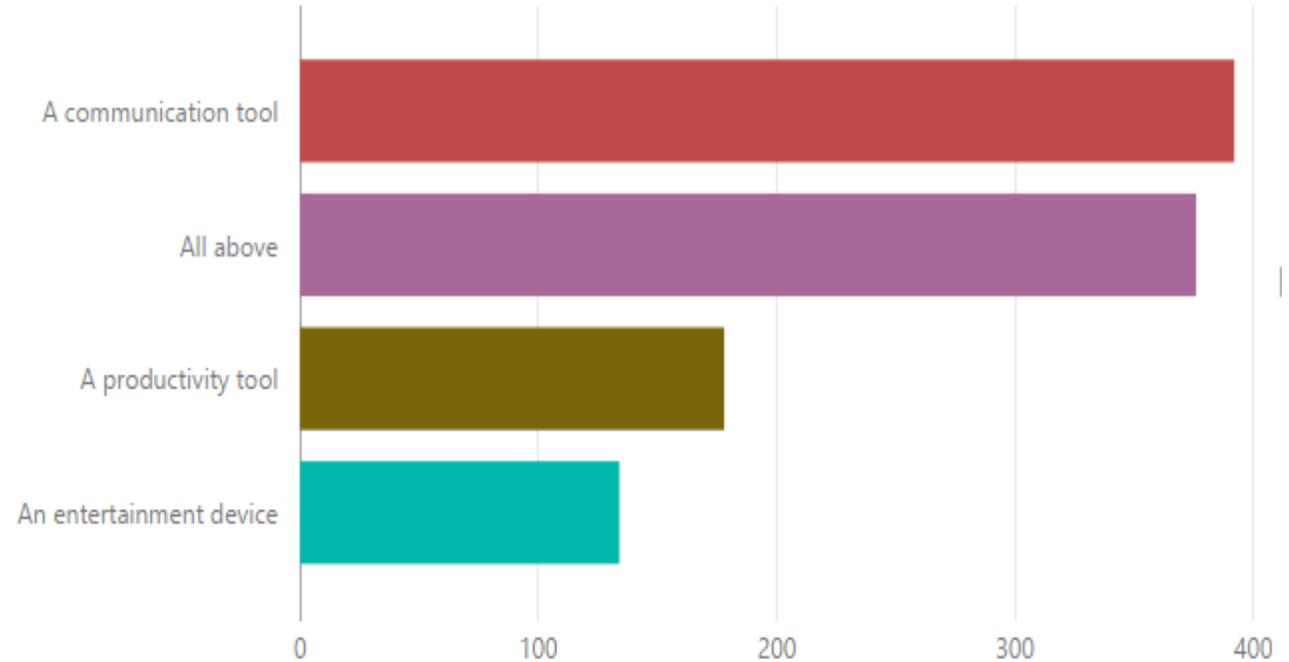


Q: What do you find your data cost?
Kenya (N=1080)

- **Mostly a communication tool, less as an entertainment device**
- **Close companion with whom they spend a lot of time**
- **Respondents time is also shared with PC devices**

What kind of tool is a mobile device

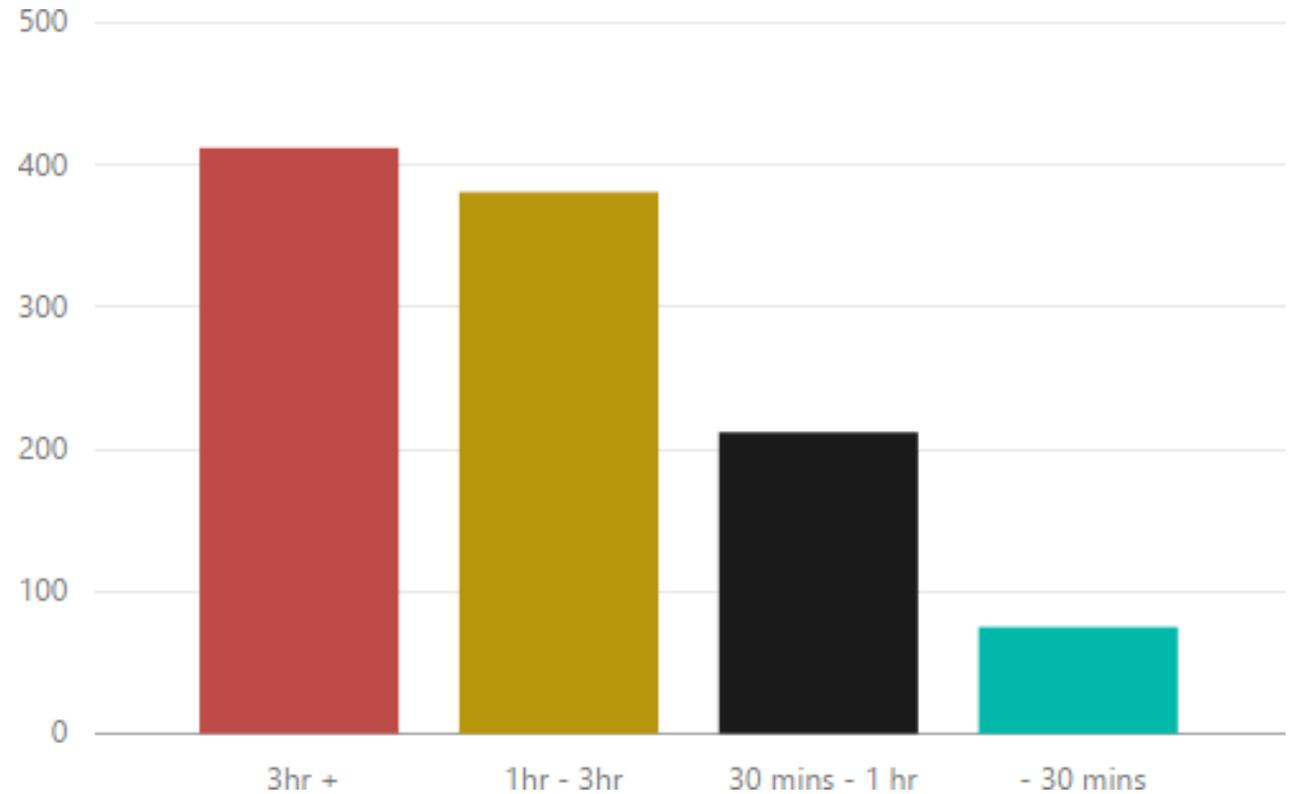
Only 12.4% of respondents see their mobile device as an entertainment tool



Q: Is your mobile device mainly?
Kenya (N=1080)

What kind of tool is a mobile device

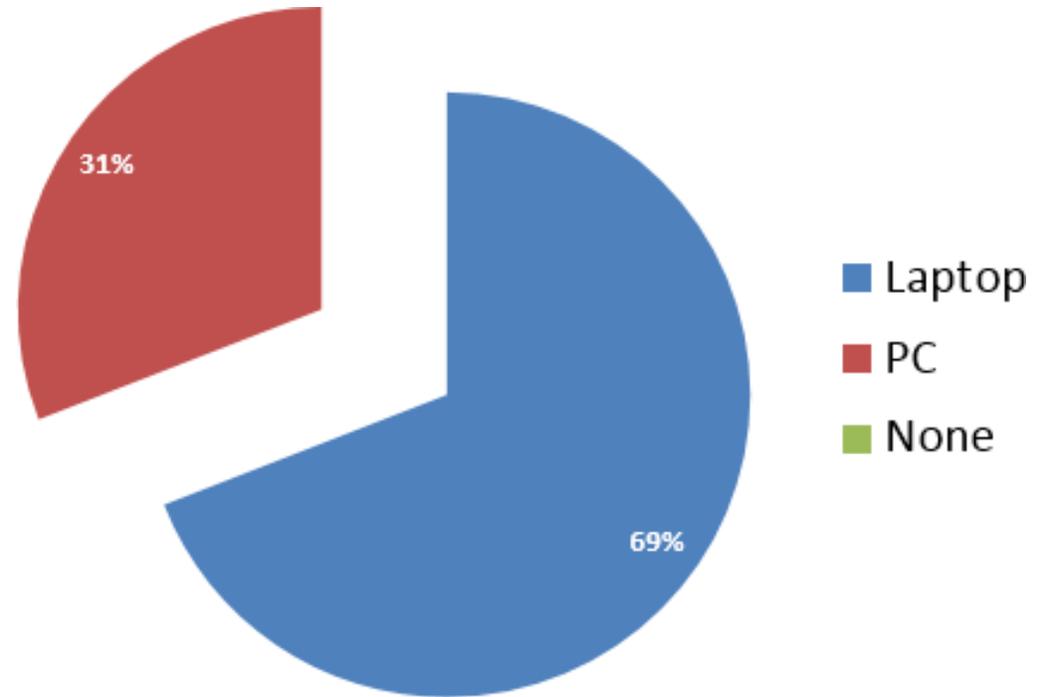
35.3% of respondents spend between 1 – 3hrs per day on their mobile



Q: How much time do you spend on your mobile?
Kenya (N=1080)

What kind of tool is a mobile device

69% of respondents also own a laptop

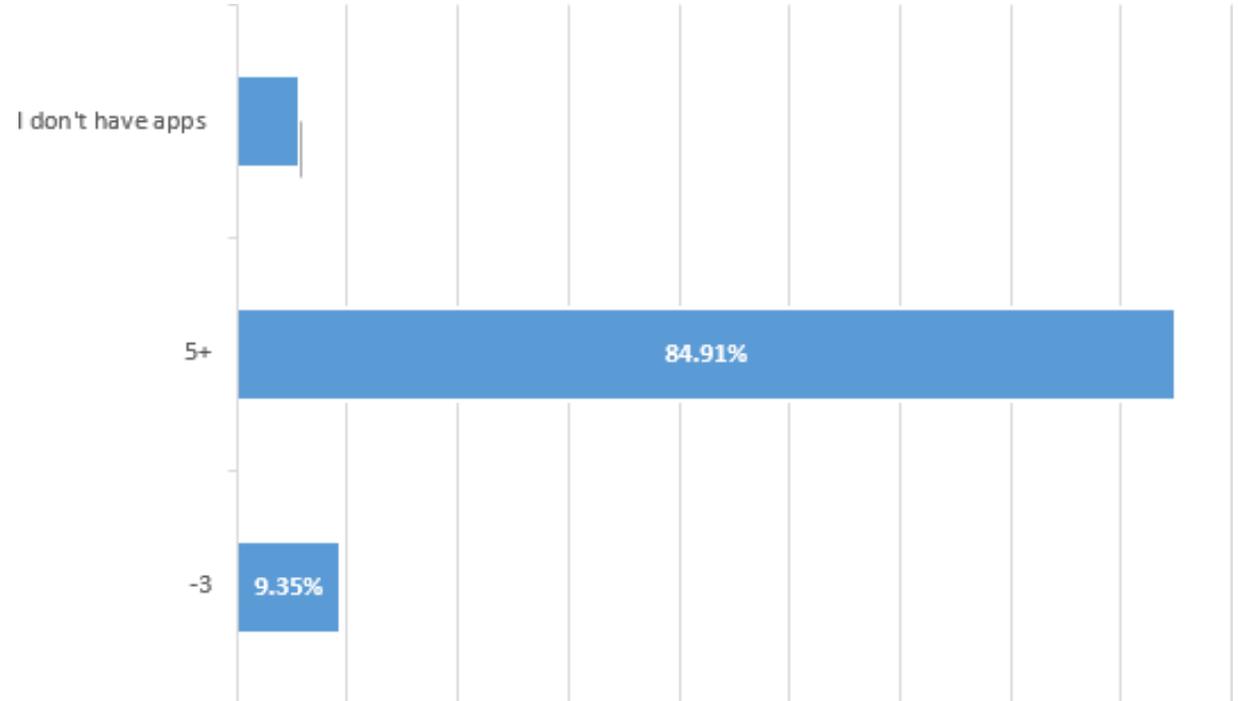


Q: What kind of computer do you own?
Kenya (N=1080)

- **Crowded screen estate – more than 5 apps installed**
- **Google Play is most popular app store**
- **App installs happen often but not very often**

What kind of apps do users have

**85% of respondents
have more than 5 apps
installed**



Q: How many apps do you have on your mobile?
Kenya (N=1080)

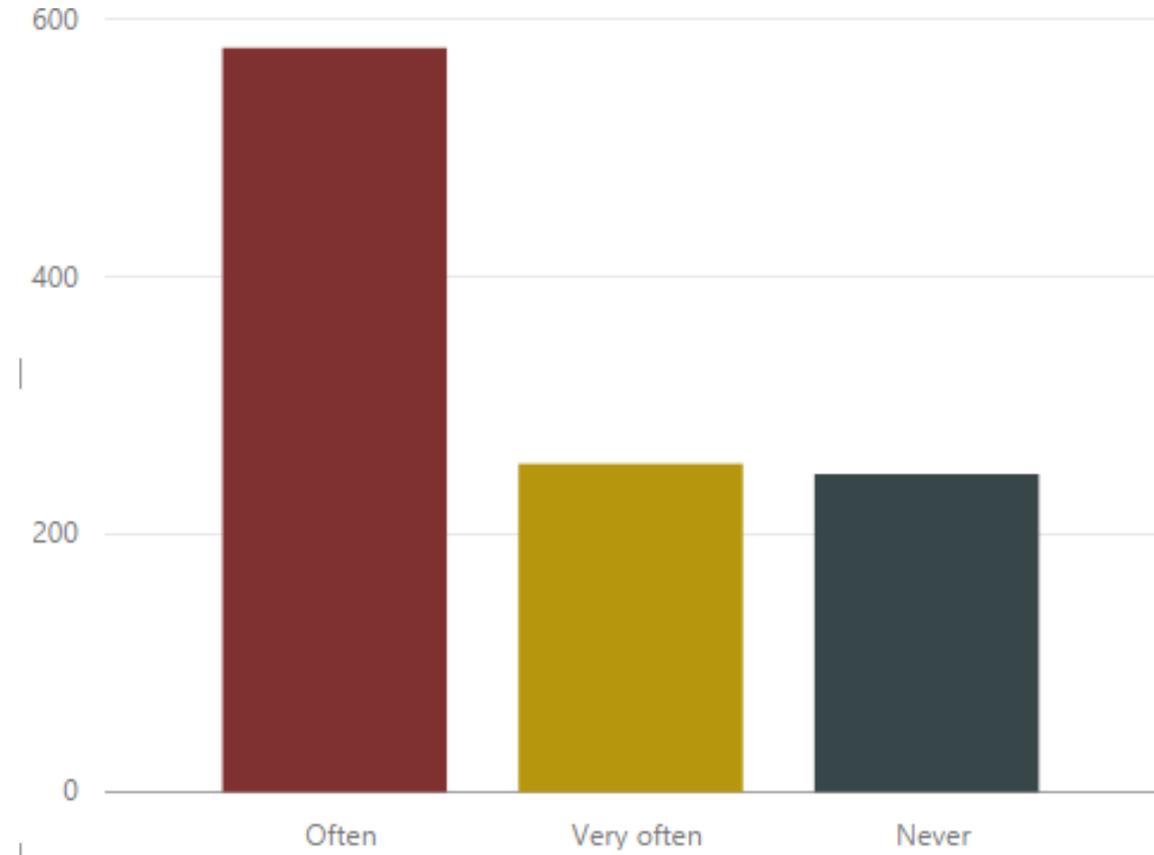
What kind of apps do users have



Q: Where do you mostly download your apps?
Kenya (N=1080)

What kind of apps do users have

**22.8% of respondents
said they never install
apps**



Q: How frequently do you install apps?
Kenya (N=1080)

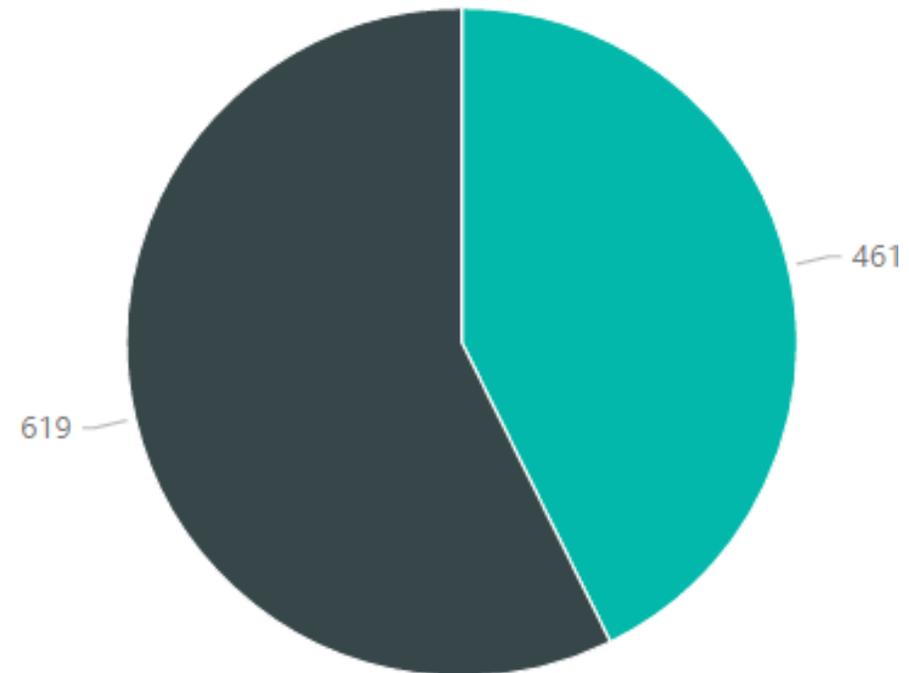
Locally made apps are

- **Not very popular with local mobile users**
- **Rank average by all measure (price, quality, content)**

Are locally made apps popular

43% of respondents don't know locally made apps

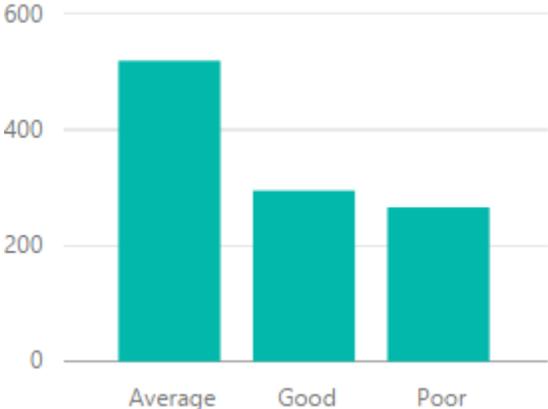
● No ● Yes



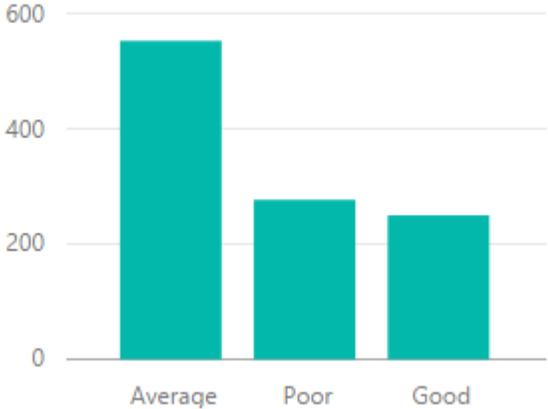
Q: Do you know locally made apps?
Kenya (N=1080)

Locally made apps are average

Content



Price



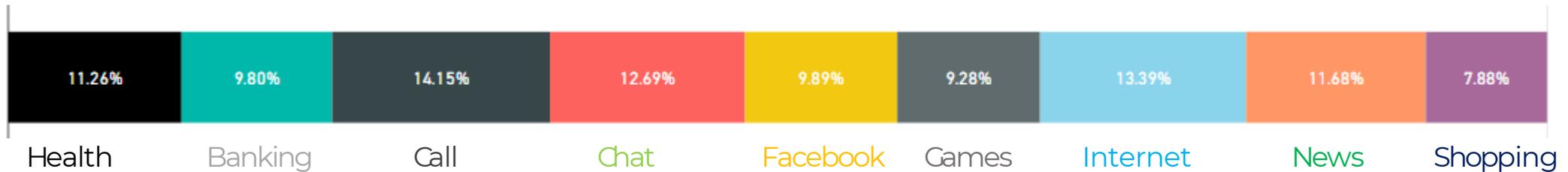
Quality



Q: Rank locally made app Kenya (N=1080)

- **Internet browsing and chat lead the mobile usage**
- **Facebook and games lead the users install**
- **Business and health apps lead the users value**
- **File Sharing and banking app lead the user's life improvement**

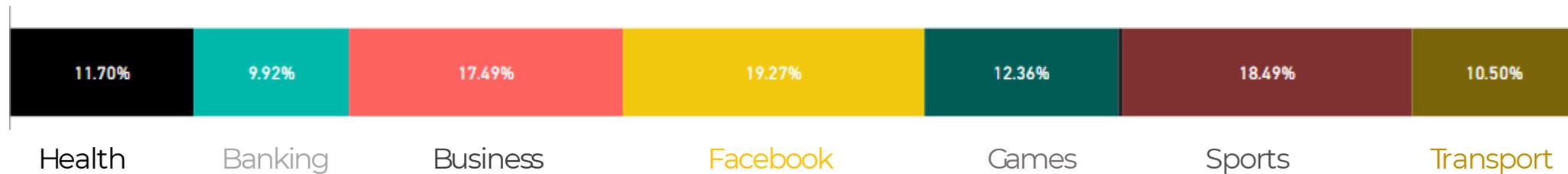
Call and Internet browsing are the main usage



Q: How many apps do you have on your mobile?
Kenya (N=1080)

Type of mobile apps currently installed

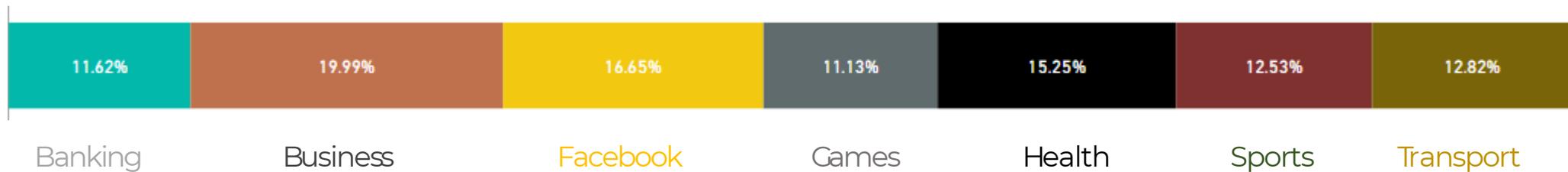
Facebook, Sports and Business apps lead



Q: How many apps do you have on your mobile?
Kenya (N=1080)

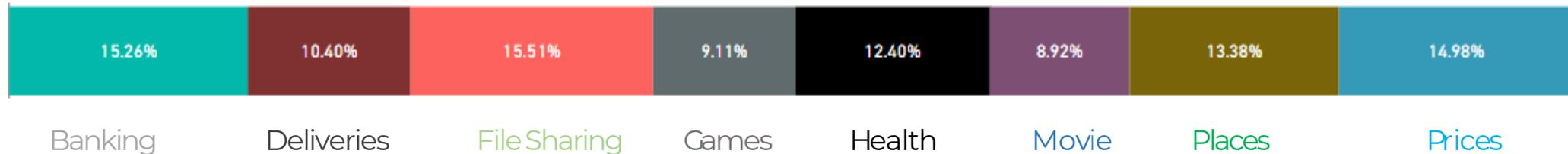
Type of mobile apps users will pay for

Business, Health and Facebook lead



Q: How many apps do you have on your mobile?
Kenya (N=1080)

File Sharing, Banking and Prices compare lead



Q: How many apps do you have on your mobile?
Kenya (N=1080)

Most valuable apps – Our top 3



- 1** Business app (File sharing, price comparison)
- 2** Banking app
- 3** Health app

- **Build power and data efficient apps**
Ideally partner to have your app pre-installed
- **Build Android for Google Play first**
If you can't succeed on Google Play, you can't succeed elsewhere
- **Build quick transaction/interaction apps**
Whatsapp is an example to follow, simple but hugely popular
- **Build valuable app, not popular app**
It's a prepaid ecosystem so why aren't you?

Kasi Insight

An internet-based information platform that empowers business leaders and organizations with reliable data and actionable insights from Africa. With deep roots in Africa and the data analytics and visualization tools, we crowdsource data and insights from millions of middle-class Africans to help you understand, track and serve the fastest growing consumer market in the world. Kasi Insight is becoming the leader in leveraging the African crowd and wisdom to drive success of your business in Africa.

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Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



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**Business for Africa
and the World**
SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

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