

Is Inflation ruining the party?

How can your brand stay relevant
with rising prices

June 2022



Who we are

We don't just provide data – we empower decision



We are Africa's leading Decision Intelligence company; our story is a testament to African innovation and resilience. Born, funded, led, and supported by Africans, we are here to empower you with insights to win with confidence

Our approach combines proprietary high-frequency primary data with applied artificial intelligence, providing you with unparalleled insights into what Africans think, do, and what lies ahead.

With access to 609 million people across the continent, our proprietary platform facilitates **over 12,000** monthly interviews in **20+ of Africa's largest economies**. Additionally, we undertake custom projects in almost every corner of Africa, giving you a comprehensive view of this diverse landscape.

LEARN MORE



Solutions

News and analysis

Company

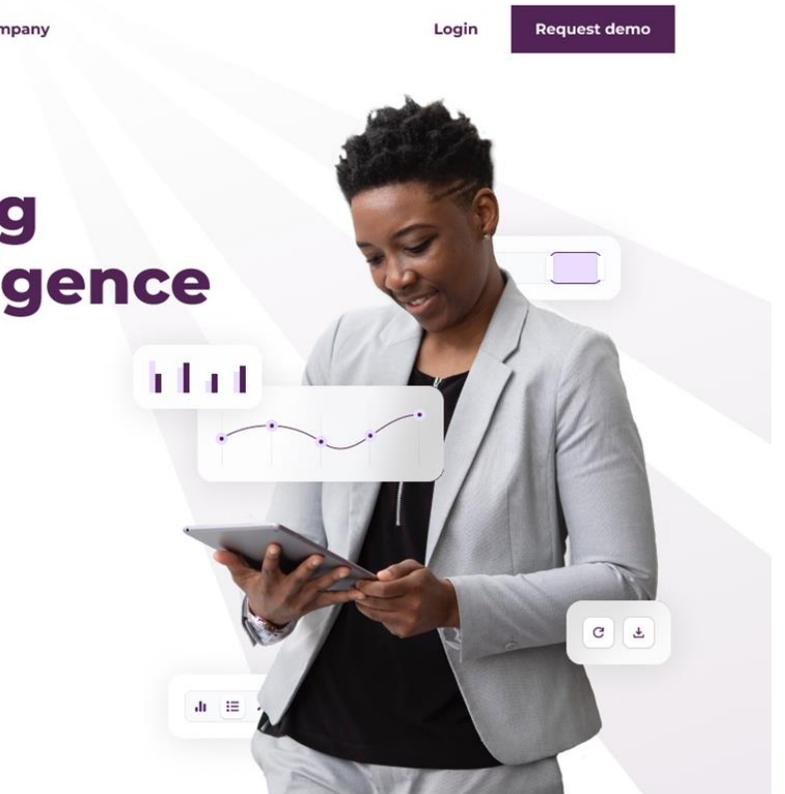
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Request demo

Africa's Leading Decision Intelligence Platform

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

Get in touch



DECISION INTELLIGENCE HIGH FREQUENCY RESEARCH MADE FOR AFRICA



Data as scale

Access to over 450+ datasets within 20 countries hub
Navigate index and survey-based data to unlock insights
Client can leverage the data and insights for program planning, execution and evaluation

Intelligence at your fingertips

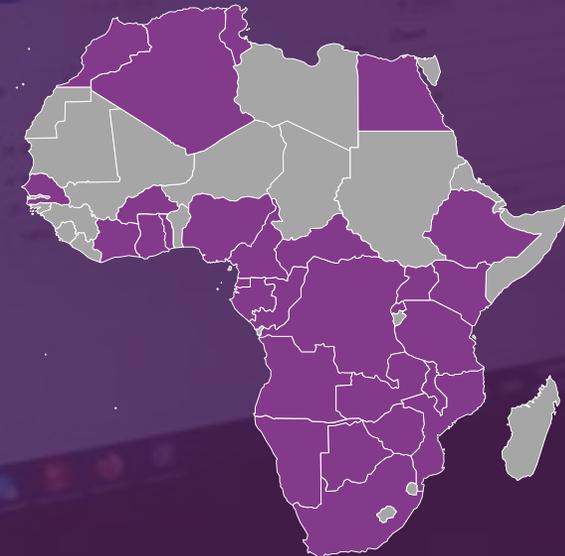
Access to the Kasi Hub with proprietary datasets (from 2016)
All features activated for the first year (Upload, Data Visualization, Sharing/Collaboration)
Access to our analysts to mine data for pitch or for projects

Rapid surveys

Deep dives included semi-annual or quarterly
Survey design, scripting, fieldwork included
PowerPoint presentation with actionable insights

Decision Intelligence Program

Free Demo and Training
Access to our online webinar, training and newsletters
On demand access to workshop for your team



Conducting monthly surveys in:

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

[LEARN MORE](#)

Share how consumer sentiment has shifted with rising prices and how it translates into purchase intent

- **Highlight marketing opportunities**
- ***Country, Consumer Segment & Retail Strategies***

Ghana

High inflation

Inflation rate 27.6% (May)

GDP rate 3.3%

Unemployment 4.5%

Interest rate 19%

Ivory Coast

Moderate inflation

Inflation rate 4.5%

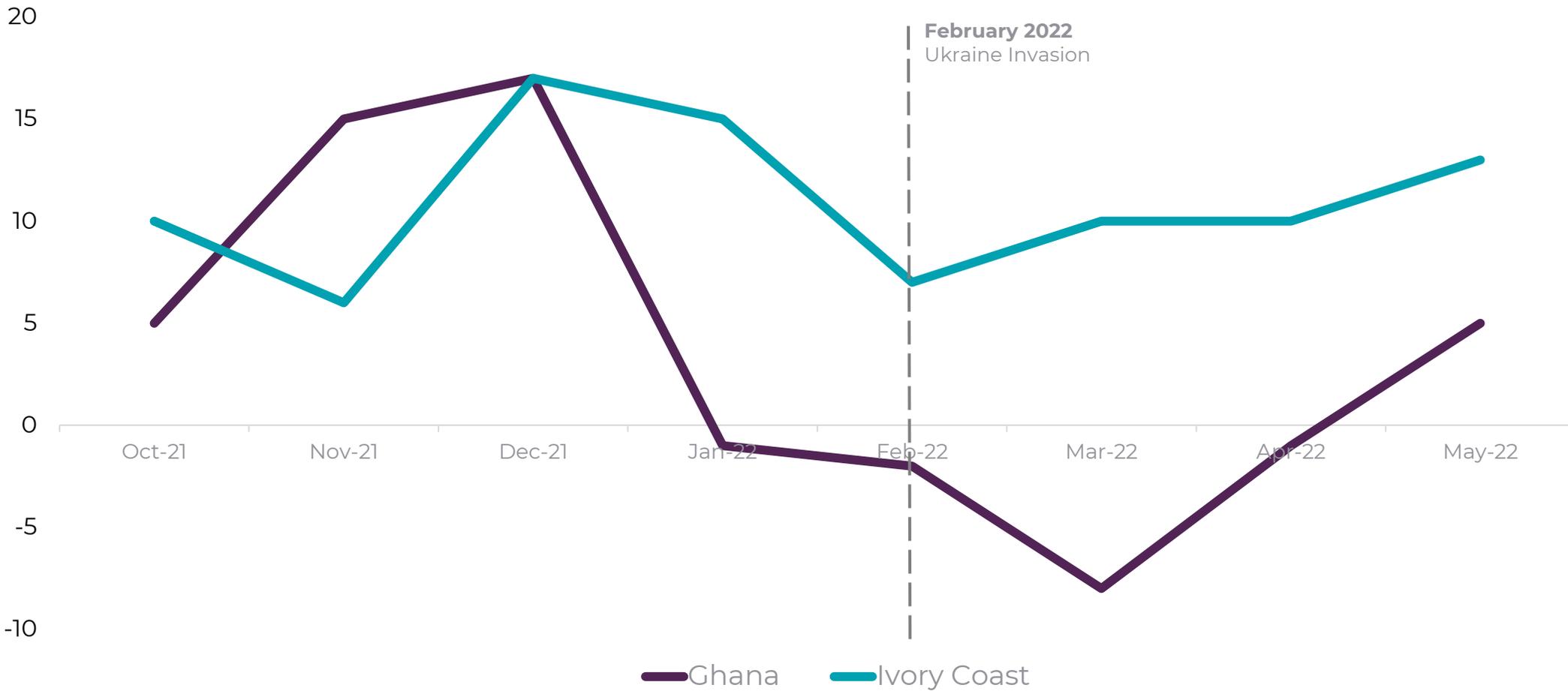
GDP rate 5.4%

Unemployment 3.5%

Interest rate 4%

Index of consumer sentiment

Ghana hit hardest with inflation – ICS drop from Dec 2021 was drastic



Source: Kasi Insight

Index of consumer sentiment – Discretionary Spending

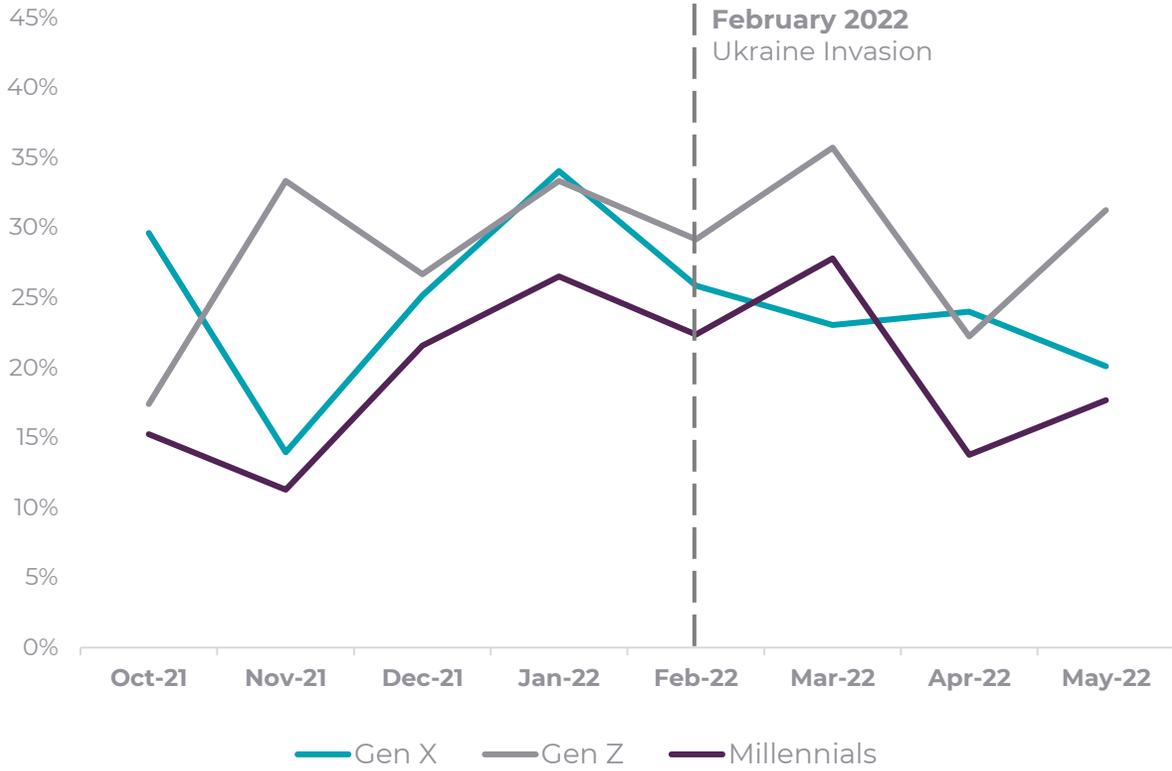
Inflation impact is felt differently across various consumer segments



GHANA



IVORY COAST



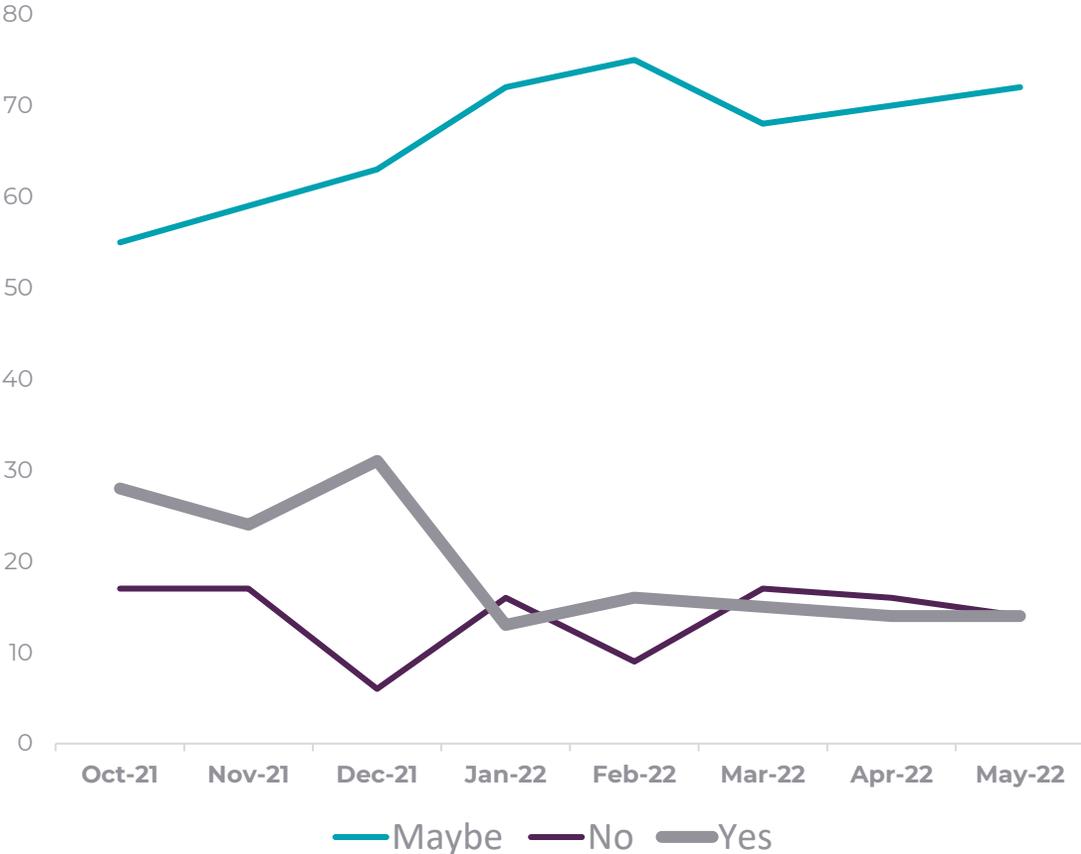
Source: Kasi Insight

Index of consumer sentiment – Discretionary Spending

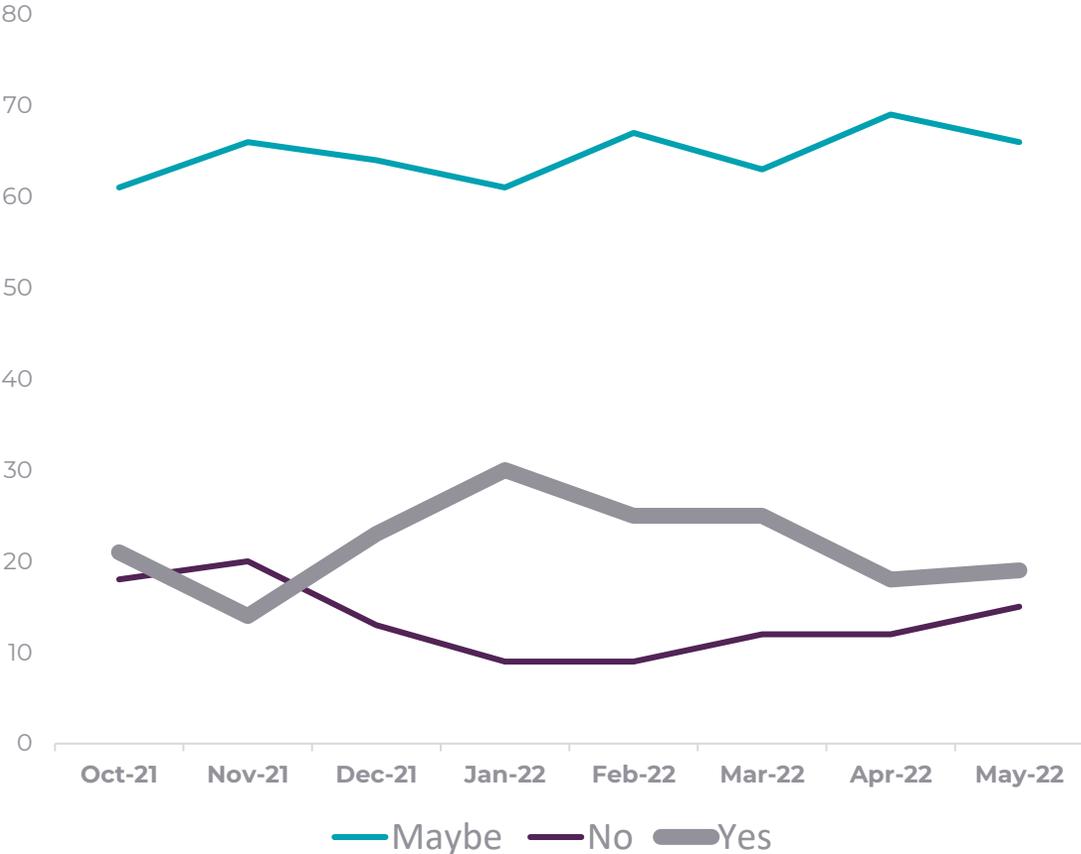
Inflation impact is felt differently across countries



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IVORY COAST

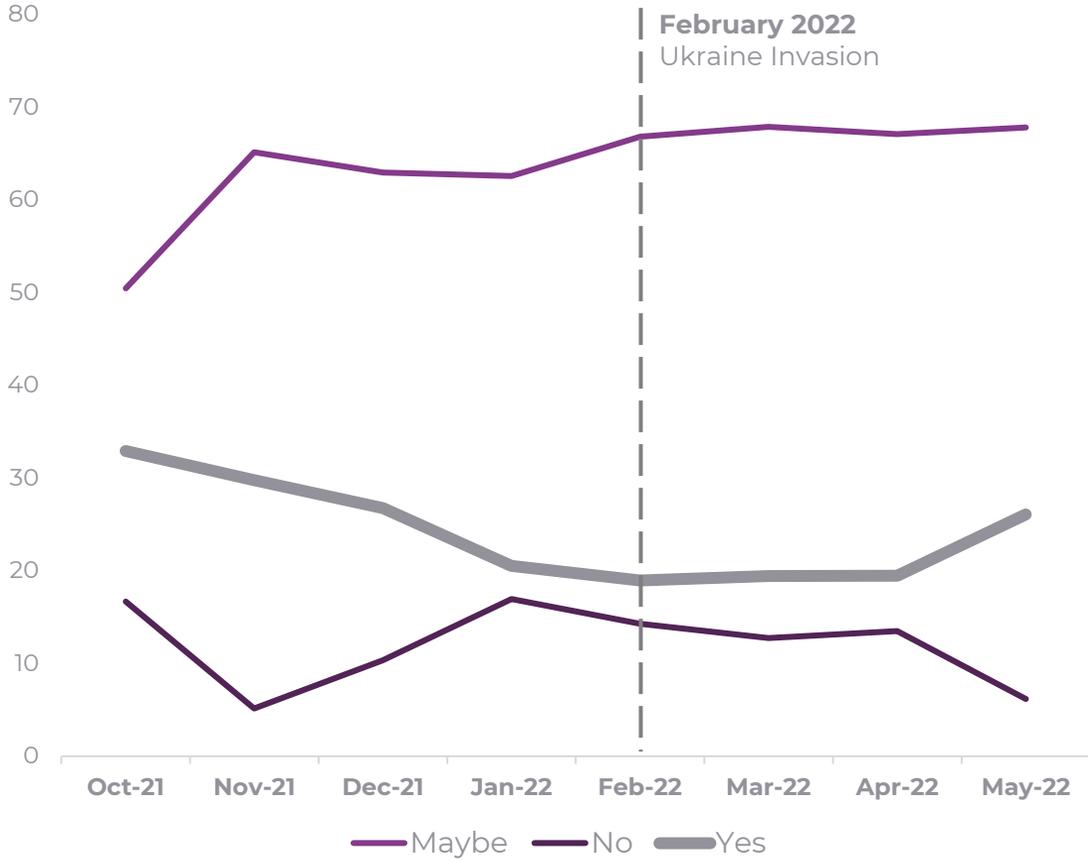


Source: Kasi Insight

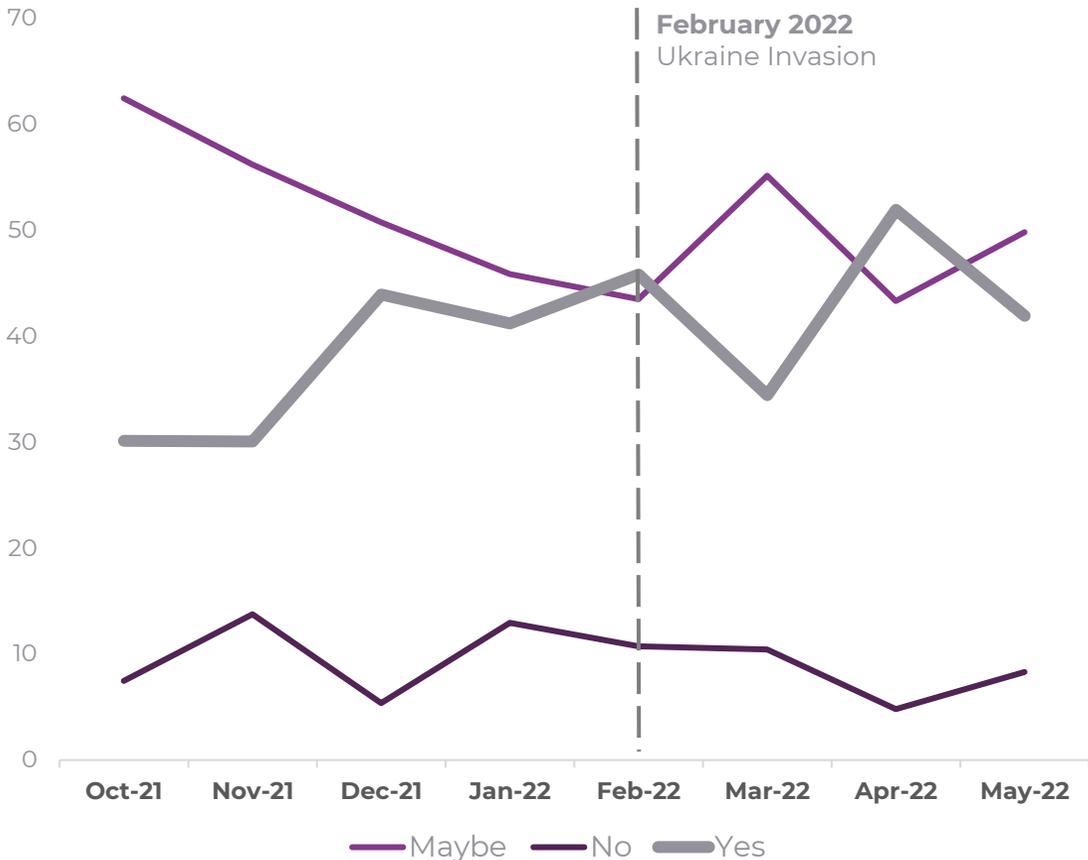
Index of consumer sentiment – General Expenses

Inflation impact is felt differently across countries

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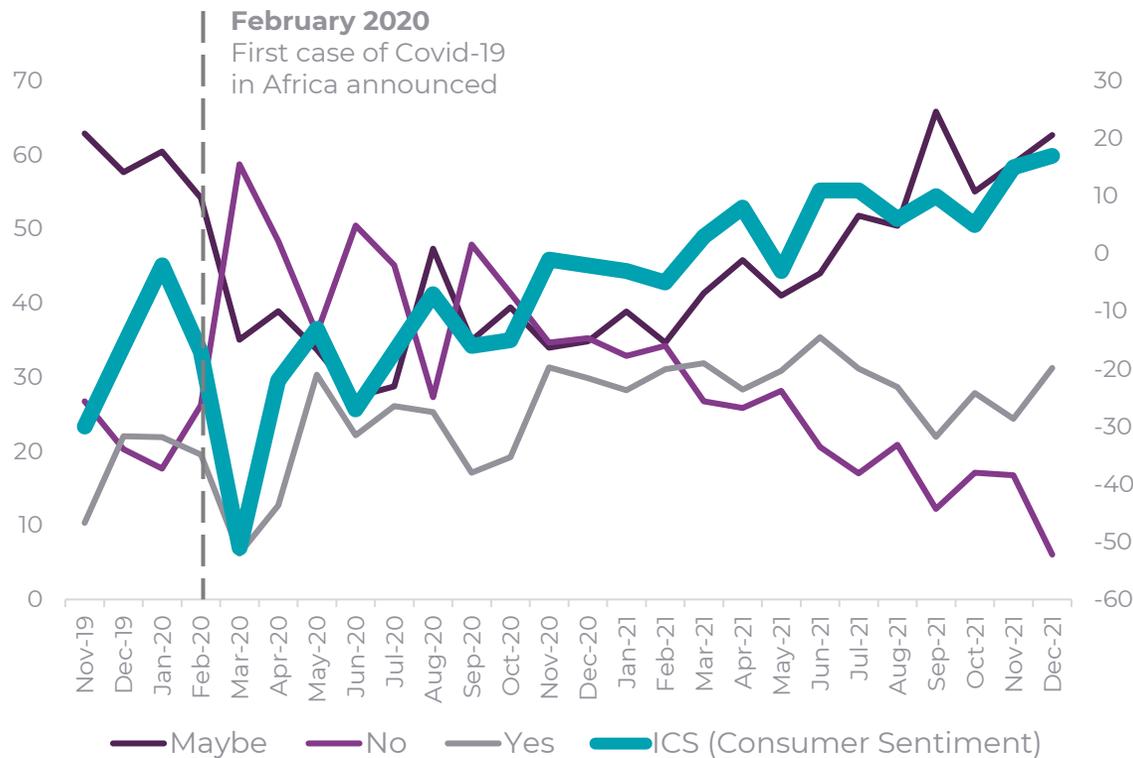
Source: Kasi Insight

Index of Consumer Sentiment – Major events

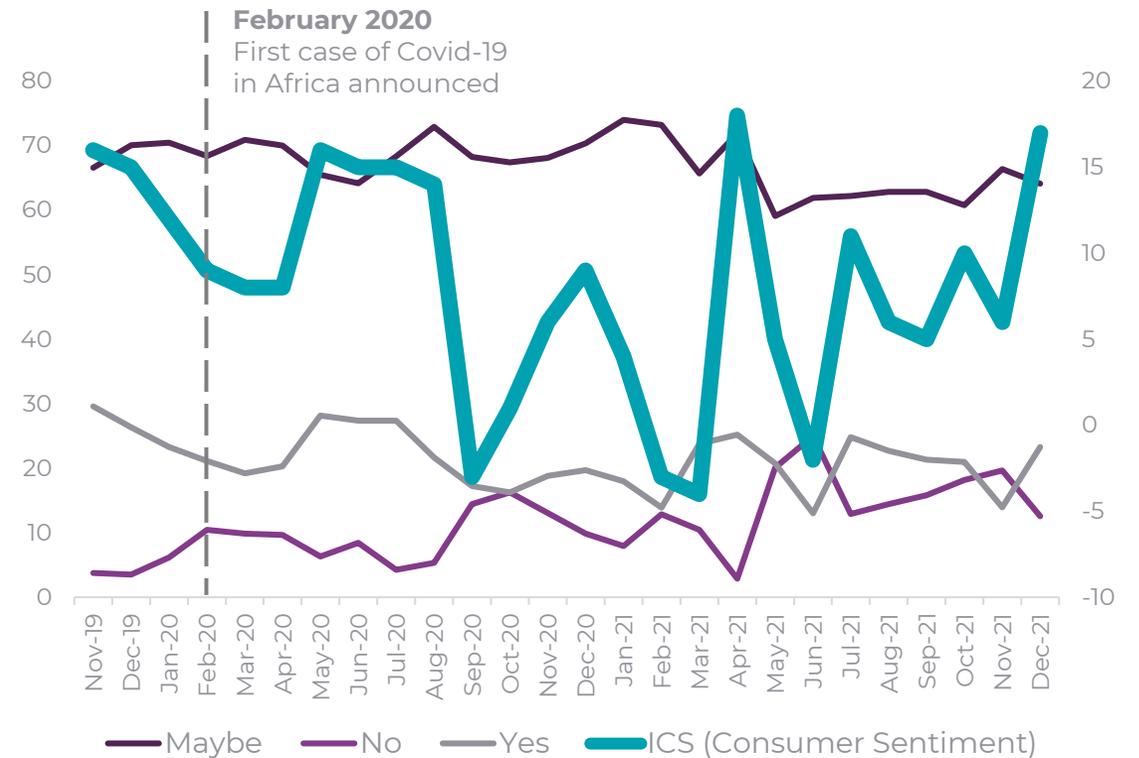
How macro events impact consumer sentiment and their purchase decisions



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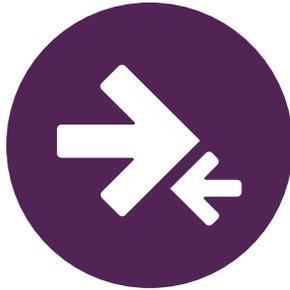


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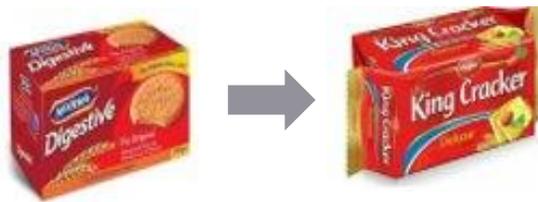
Consumers strapped or floating in disposable cash? Probably not!





SWITCH

Move to more affordable brands/ categories



SWAP

Choice of different package alternatives and sizes



SQUEEZE

Rationalize quantity and frequency of consumption

Innovation, affordability is winning

Retail measurement insights from Ghana

2nd Category Leader in Volume - Malt



17% Vol Share

7% Vol Growth



1st Category Leader in Volume - Bouillons



46% Vol Share

29% Vol Growth



1st Category Leader in Volume – Energy Drink



31% Vol Share

-7% Vol Growth



1st Category Leader in Volume – Powders



29% Vol Share

-7% Vol Growth

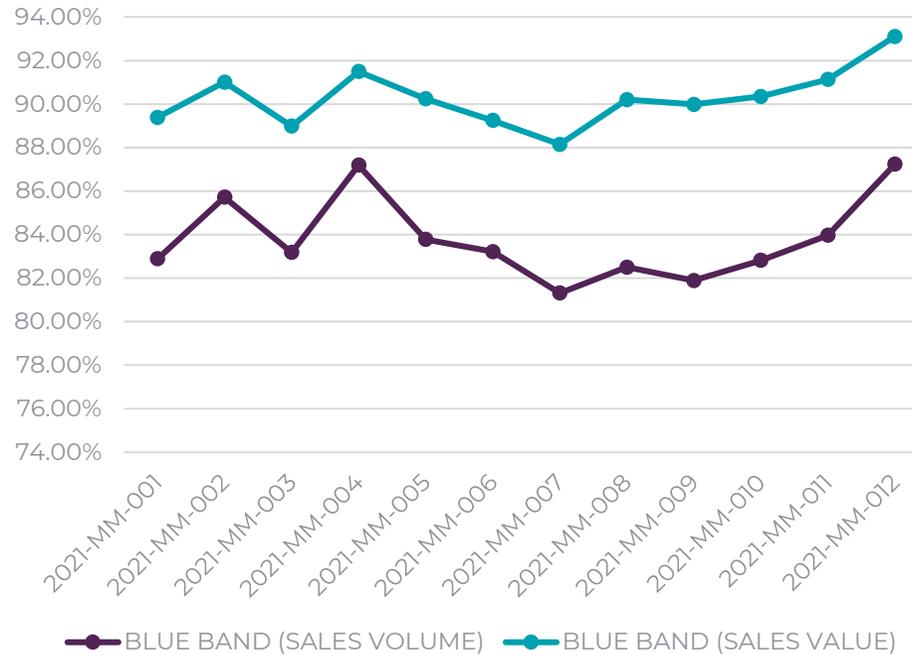


How they did it .. Blue Band

Retail measurement insights from Ghana

100%
Price increase cross all SKU except sachets

+6%
Volume YTD December 21



Source: MAVERICK

CONTEXT

- Category Lead
- Heavy Up Digital & Trade Support
- No TV

TAKEAWAYS

- Continuous Equity Building
- Inflationary environment
- Competitive environment settled once comp took price increases

About Kasi Insight



Kasi Insight is Africa's leading provider of data, measures, and insights to understand the average African behaviour. Every month, we listen to Africans and turn survey-based data into actionable insights.

Through our self-service platform, our clients leverage consumer insights at scale, identify early signs of market shifts and unlock market-creating opportunities for their business.

CONTACT US

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About Maverick



A market research agency/insights in real time. Evidence-based decision making is essential to business growth.

Our AI-enabled platform is redefining market research in Africa to provide unparalleled growth data to our partners.

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Our Clients

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



Pernod Ricard



Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



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