

All about Africa

 By Leigh Andrews

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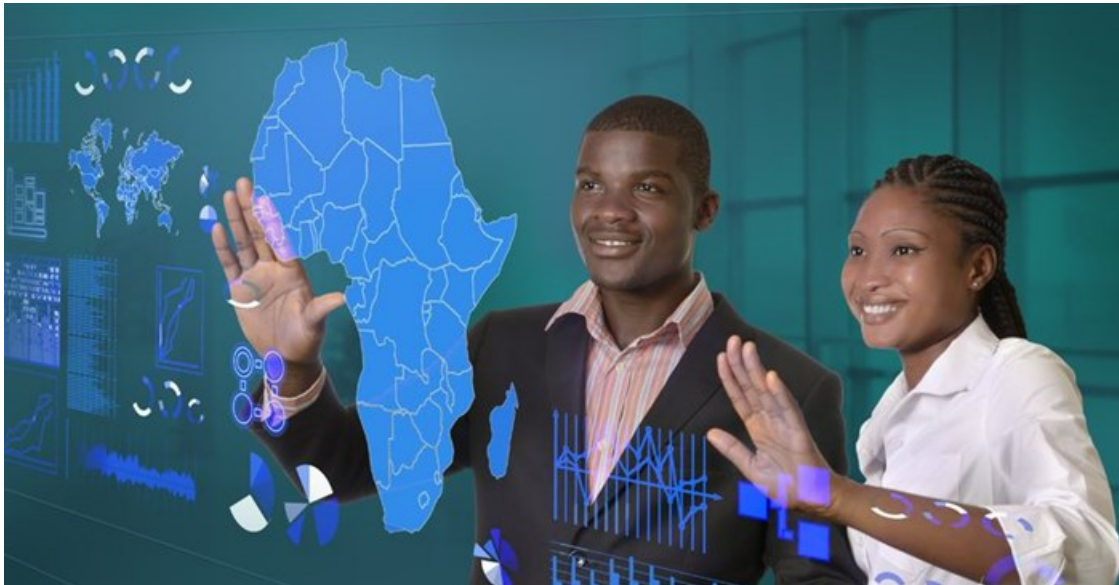
Get set for a rollercoaster ride of keeping up with technology while also catering to consumers' renewed sense of purpose and power if you want to succeed in the year ahead.

We loved this quote on the importance of trends and how to actually make accurate predictions from [Makamba Online](#):

"Trend watching can be a combination of crystal ball gazing or 'thumb suck' technology, it's all guess work! However, based on events in 2015, there are some trends that we hope (predict) will roll over for the African market into 2016."

So that's what we did* - and more. A quick Google search for 'Africa trends 2016' shows we can expect the fairly obvious likes of **continued digitisation** and mobile tech growth, particularly in the realm of **mobile payment**, as well as more inward focus in this highly digital, time-tight times - both by paying more attention to our **actual health** when away from our desks and in reading **personalised content** that actually **creates value** and enhances our lives in the coming months.

When we asked a number of industry leaders for their thoughts on the topic, they agreed with the above, with the stand-out trends to watch for as follows:



African business team working on virtual touchscreen, Studio Shot © Matthias Ziegler - [123RF.com](#)

African trends 2016

- People power' - both in the firm of rising [youth activism](#) and the related burst of [influencer marketing](#)
- A shift from 'Africa rising' to 'Africa levelling off' and [trench marketing](#)
- Greater investment in online media and [chat message marketing](#)
- Use of [Virtual Reality and video-on-demand](#) to get that message across, particularly when it comes to the likes of [Future Film](#) and all things [immersive/experiential](#)
- [Searching for more trends](#) (yes, really, especially in the realm of research).

But don't take our word for it, read through the trends our top continental contributors have explained, with infographics and videos embedded along the way - all the better to see them with, my dear!

***Sources:**

- [Makambo Online](#)
- [ITWeb](#)
- [Africa Business](#)
- [Slideshare](#)
- [National Positions](#)
- [PRGRMTK](#)

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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