

## McKinsey report on rise of the African consumer out now

The latest McKinsey report offers a detailed profile of African consumers, including their demographics, behavior and needs. In one of the first studies of its kind, the company's Africa Consumer Insights Center surveyed 13 000 consumers in ten African countries, with a focus on the largest cities. Five categories of consumption were covered - apparel, financial services, groceries, the Internet and telecommunications. The conclusion is that the single-largest business opportunity in Africa will be its rising consumer market. View the report [here](#).

For more, visit: <https://www.bizcommunity.com>