



Connecting with Sub-Saharan Africa

Across Sub-Saharan Africa, over 95M people access Facebook every month, with 97% on mobile.¹ Check out Facebook IQ's findings around how connected people across Kenya, Nigeria and South Africa are unlocking new opportunities for themselves and for marketers.

Meet the connected majority

Among people surveyed



63% are now connected*



59% connect primarily using a smartphone

And people are growing even more connected



1 in 4 unconnected people plans to come online in the next year



90% of feature phone users plan to upgrade to a smartphone in the next two years²

Millennials are mobilizing the online movement

Among people surveyed

76% of connected people are Millennials

Compared to connected Gen Xers/Boomers, connected Millennials are



1.27x more likely to exhaust their mobile data daily

1.19x more likely to buy more mobile data weekly

1.13x more likely to use Messenger and WhatsApp

1.20x more likely to say they learn about products and services only via mobile apps (e.g., Facebook, Instagram, etc.)

Connectivity can be challenging

Among people surveyed who are connected

People find creative workarounds so they can connect when it matters most

CHALLENGE

Spotty network coverage 86%

Depleting weekly data 67%

Unreliable electricity 31%

WORKAROUND

Multiple SIM cards 38%

Data off until needed 46%

Phone off until needed 34%

But connected people are committed

Among people surveyed who are connected



access the internet daily



do so monthly



1 in 5 would give up public transportation to remain connected

Connectivity can change everything

Among people surveyed who are connected

BENEFITS ARE WIDE-RANGING

Connecting with friends and family **87%**

Access to education and learning **76%**

Access to services (e.g., health, banking) **74%**

Access to career opportunities **70%**

40% say they have generated additional income from being online

CHAT APPS ARE CENTRAL

Nearly **7 in 10** use a messaging app

And among them

Nearly **100%** use Messenger or WhatsApp

and **66%** use both

AND ENTERTAINMENT IS EVOLVING²

80% say it's a key benefit of connectivity

89% watch online videos monthly²

54% have posted or shared a video on Facebook²

A new path to purchase is emerging

Among people surveyed who are connected



More than **1 in 3** are interested in shopping online

PEOPLE ARE OPEN TO ADS IN NEW PLACES

Mobile web browsers **77%**

Messaging apps **68%**

Social media apps **70%**



38% do all their product research in mobile apps

BUT ALSO VALUE PRODUCTS FROM FAMILIAR PLACES

59% prefer ads for nationally or locally made products

25% prefer ads for international name-brand products

What it means for marketers

Creating connections that count in Sub-Saharan Africa, like in other **emerging markets**, will mean marketers may have to rethink familiar frameworks.

- 1** Build for mobile and plan for smartphones. Mobile is how the majority of people connect, and smartphones are already the #1 device.
- 2** Matter to the African Millennial. Young people make up the majority of internet users in Sub-Saharan Africa. Connect with them as they seek to express themselves, connect with others, learn and be entertained.
- 3** Deliver experiences and efficiency. People love video, but the data can be costly. Offer quality content and a compelling reason to watch it. And consider **lighter-weight formats** and look to **messaging** as a means of streamlining interactions.
- 4** Localize for impact. From product messaging to partnership strategy, keeping it local matters. Tap into people's entrepreneurial spirit—or better, partner with local entrepreneurs to build solutions from the ground up. Let local ingenuity be your inspiration.

Sources

*Have used the internet in the past two years

1 Facebook data, Dec 2016.

2 "Multimarket Consumer Survey" by GfK (Facebook-commissioned study of over 18,000 people across AE, BE, DE, FR, EG, ES, IT, IL, KE, NG, NL, NO, PL, SA, SE, TR, UK, ZA), Dec 2015.

Source unless otherwise specified: "Journeys to Connectivity" by D3 Systems (Facebook-commissioned study of nationally representative sample of 6,089 people ages 18+ in KE, NG and ZA), Nov 2016.