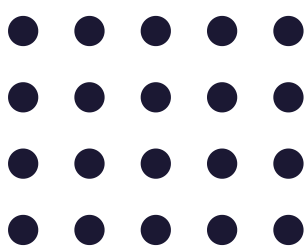


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AFRICA'S YOUTH

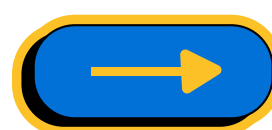
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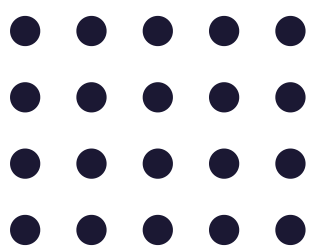


01 Demographics

With a median age of 19 years, Africa is the youngest continent in the world by population size. Africa is projected to add 138 million people to its 15–24 population between 2024 and 2050.

**By 2050, around
1 in 3 young people
globally could
be African.**

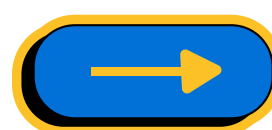


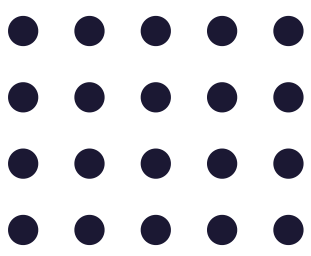


7 in 10 young people surveyed across 16 countries plan to start a business within 5 years.

Africa's youth aren't just waiting for jobs from the government, they are creating opportunities for themselves.

02 Entrepreneurship

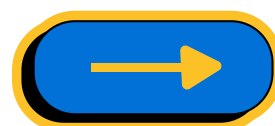




03 Creative Economy

Africa's cultural and creative industries employ around 5 million people. With the right investment, this sector could become a major engine of jobs and growth.

Africa's creative & cultural economy is valued at over \$60 billion.

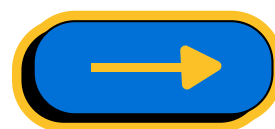
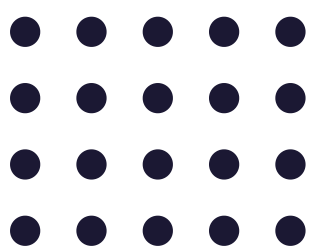


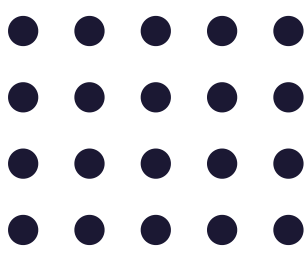
04 Employment



**Around 74% of
young people in
sub-Saharan Africa
are self-employed.**

Approximately 90% work in the informal sector. The informal sector provides livelihoods but often without social protection or income stability.



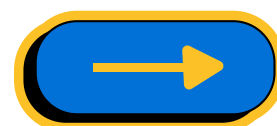


05 Urbanisation

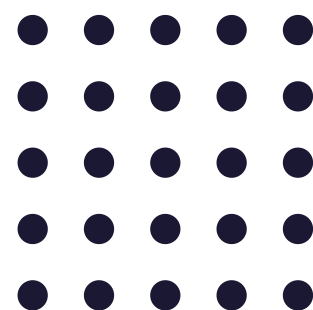
Africa's youth are helping create new markets, communities and cultural hubs. Africa's future will be shaped by urbanisation, not just population growth.



**Almost 60% of
Africa's population
could live in cities
by 2050.**



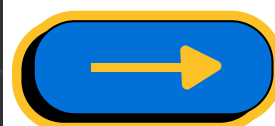
Africa's Gen Z generated over \$801 billion in consumer spending in 2025.



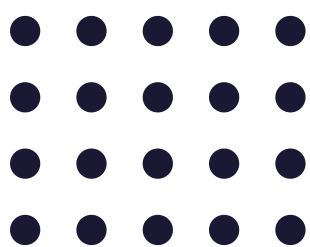
Gen Z is projected to be the continent's highest-spending generation by total consumer expenditure. Five countries account for approximately 63% of Africa's projected Gen Z spending.



06 Gen Z Economy



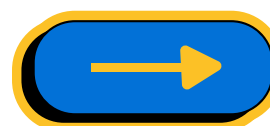
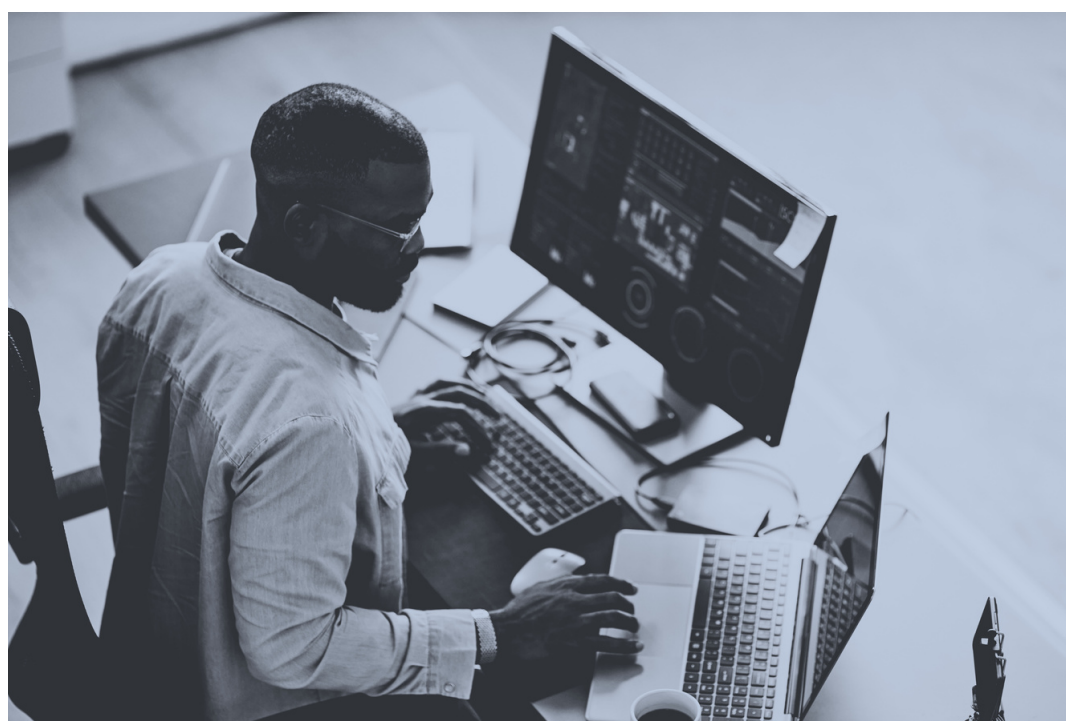
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Young Africans are the continent's most connected generation.

But connectivity remains highly unequal.
Rural Africans are 54% less likely than
urban Africans to use mobile internet.

07 Connectivity

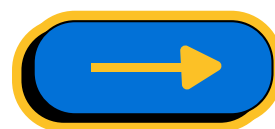
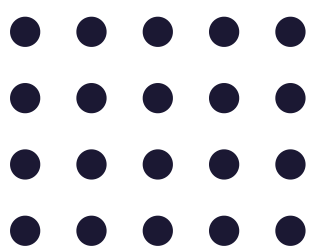


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