

TIA INSIGHT LAB



THE TIA GUIDE TO CULTURE

VOLUME 1 – AFRICA EDITION

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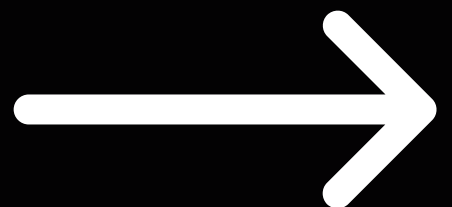


TIA INSIGHT LAB

Demystifying 6 common **misconceptions** about African markets

Bridging the gap between global brands and African markets

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“AFRICA IS A COUNTRY”

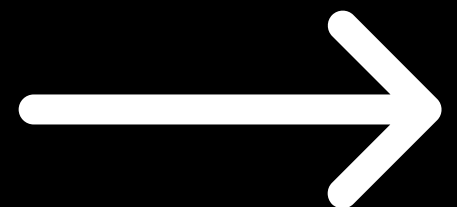
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REALITY

Africa is a continent: 54 countries, thousands of ethnic groups, and over 3,000 languages. The continent has a population of approximately 1.5 billion people and is projected to grow to 2.5 billion by 2050.

BRAND TIP

Treating Africa like one homogeneous market will cost your brand local relevance. Build campaigns with a central insight and a big idea, localising where necessary for impact — i.e., language, talent, messaging, etc. Plan for campaign localisation upfront and collaborate with local talent for authenticity.



“TRIBES, DRUMS, SAFARI = AFRICA”

REALITY

Africa is vibrant, colourful, modern, and unapologetically creative. From Afrobeats to Amapiano and Nollywood, young people are driving culture, exporting music, film, and fashion to the world.

BRAND TIP

Ditch the safari props, djembe-inspired African music and vanilla stock footage. Collaborate with local creatives, photographers and talent who understand how the real Africa looks, sounds and moves.



“WILD ANIMALS ROAM FREE”

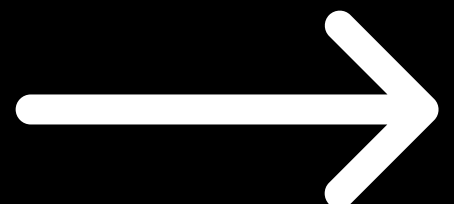
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REALITY

Not unless you live inside Masai Mara in Nairobi or the Kruger National Park. Today, about 700 million Africans live in cities and Africa's urban population is projected to double to 1.4 billion by 2050. Africa is the world's fastest-urbanising region and its cities are the engines of culture, commerce and innovation.

BRAND TIP

Think city first, not country first. African cities are engines of culture, commerce and tech, each with its own rhythms and systems. Segment by city and map urban behaviours to design campaigns that truly resonate.



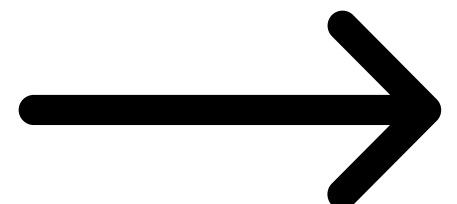
“AFRICANS ARE POOR”

REALITY

Poverty exists on the continent, just as it does elsewhere in the world. Africa is the world's second-fastest-growing region, with 12 of the world's 20 fastest-growing economies. The middle class is expanding rapidly, fuelling demand for quality goods and services.

BRAND TIP

African consumers are aspirational and status-conscious. They pay for perceived value, not just the lowest price. Focus on quality and tier your products and messaging to reach distinct segments within this ever expanding market.



“AFRICA IS STILL PLAYING CATCH UP”

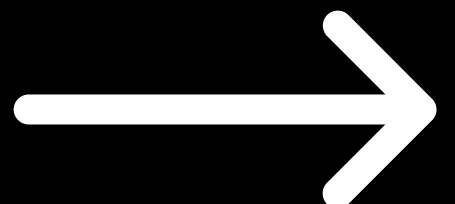
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REALITY

It's leap-frogging in many areas. Over half a billion Africans are online and internet usage is growing twice as fast as the global average. Internet use in Africa is growing at 16.7% annually, more than twice the global average of 8%.

BRAND TIP

In Africa, mobile is king. Most Africans access the internet via mobile phones so design experiences that are simple, mobile-friendly social-first and shareable on platforms like TikTok, YouTube, Instagram and Facebook.



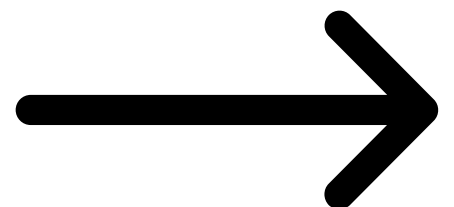
“THERE’S A TESCO JUST AROUND THE CORNER.”

REALITY

Open-air markets power Africa’s retail economy. More than 70% of retail sales happen across 2.5 million informal shops, kiosks, and markets. While supermarkets serve major cities, most daily shopping still takes place in informal markets, paid for in cash or mobile money.

BRAND TIP

Go beyond wobblers and shelf strips. Create brand experiences that capture attention in Africa’s lively, competitive retail spaces and empower retailers to become your brand’s biggest advocates.



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