

EAST AFRICA'S RETAIL LANDSCAPE - Q2 2024



Despite its enduring popularity and resilience, traditional retail in Africa encounters numerous challenges, such as the expansion of modern retail, the rise of e-commerce, and shifting consumer behaviours. To address these challenges, an increasing number of traditional shops are gradually adopting digital retail services.



PREDICTED REVENUE (MILLIONS)



COMPOUND ANNUAL GROWTH RATE (CAGR 2024-2028)



PROJECTED MARKET VOLUME- BY 2028 (MILLIONS)



EXPECTED INCREASE IN 2024



RETAIL MARKET ALLOCATION IN Q2 2024



TOP E-COMMERCE PLATFORMS IN Q2 2024

Kenya

US\$801.4 by 2024

14.2%

US\$1,363.4

17.7%

24.1%		Electronics
21.7%		Hobby & Leisure
19.2%		Fashion
11.7%		Furniture & Homeware
8.3%		Care Products
7.6%		DIY
7.5%		Grocery

Jumia
Jiji
Killimall
Masoko
Sky Garden
Copia

Uganda

US\$74 by 2024

14.8%

US\$128.6

18.9%

23.9%		Electronics
22.2%		Hobby & Leisure
19.1%		Fashion
11.7%		Furniture & Homeware
8.4%		Care Products
7.6%		DIY
7.2%		Grocery

Jumia Uganda
Dombelo
Jiji Uganda
Kikuu Uganda
Ubuy Uganda
Dantty

Tanzania

US\$485 by 2024

14.0%

US\$820.0

17.6%

24.5%		Electronics
21.3%		Hobby & Leisure
19.5%		Fashion
11.6%		Furniture & Homeware
8.2%		Care Products
7.4%		DIY
7.2%		Grocery

Alibaba
KIKUU
Jiji Tanzania
AliExpress
ChapChap Temu
Sarafu

Source: Knight Frank, eCommerce DB

CONTACT US

EGYPT

Zeinab Adel,
Partner - Head of Egypt
zeinab.adel@me.knightfrank.com

LONDON

Ben Woodhams
Partner, Africa Desk
ben.woodhams@knightfrank.com

TANZANIA

Ahaad Meskiri, Managing Director
ahaad.meskiri@tz.knightfrank.com

MIDDLE EAST AND AFRICA

James Lewis
Managing Director
james.lewis@knightfrank.com

NIGERIA

Frank Okosun, Managing Director
frank.okosun@ng.knightfrank.com

UGANDA

Judy Rugasira Kyanda,
Managing Director
judy.rugasira@ug.knightfrank.com

ZAMBIA

Tim Ware, Managing Director
tim.ware@zm.knightfrank.com

KENYA

Mark Dunford, CEO
mark.dunford@ke.knightfrank.com

MALAWI

Desmond Namangale, Managing Director
desmond.namangale@mw.knightfrank.com

BOTSWANA

Eranse Mooki, Managing Director
Eranse.Mooki@bw.knightfrank.com

SOUTH AFRICA

Steve Rennie, Managing Director
steve.ennie@rennieknightfrank.co.za
Susan Turner, Managing Director
susan.turner@za.knightfrank.com

ZIMBABWE

Siza Masuku,
Managing Director
siza.masuku@zw.knightfrank.com

RESEARCH

Boniface Abudho, Africa Research Analyst
boniface.abudho@ke.knightfrank.com

Faisal Durrani, Partner - Partner - Head of Research, MENA
faisal.durrani@me.knightfrank.com