EAST AFRICA'S RETAIL LANDSCAPE - Q3 2024



70-80%

A representation of total retail sales in East Africa, with Kenya, Uganda, and Tanzania showing high penetration rates.

4.5%

The annual rate at which urban populations in East Africa are projected to grow, driving an increase in demand for consumer goods. Urban consumers rely heavily on informal retailers for their daily needs.

US\$33Bn

80%

In Kenya alone, dukas (small neighbourhood shops) serve over 80% of consumers, contributing to an informal sector valued at over US\$ 33 bn.

90%

Kenya leads in digital adoption within the informal sector, with nearly 90% of transactions processed through mobile payments. Uganda and Tanzania are also seeing significant digital shifts, though at a slightly slower pace.

20-30%

The expansion of supermarkets and modern convenience stores is slowly eroding the dominance of informal retail in urban centers, especially in cities like Nairobi and Kampala. Modern retail currently holds about 20-30% market share in these regions.

40%

With more than 40% of informal retailers now offering digital services, the sector is modernizing through integration with mobile payment platforms and e-commerce partnerships

80%

Mobile technology continues to revolutionize the informal retail space, enabling retailers to reach broader consumer bases via e-commerce platforms.

25%

Tanzania, for example, saw a 25% rise in mobile-based retail transactions in 2023.

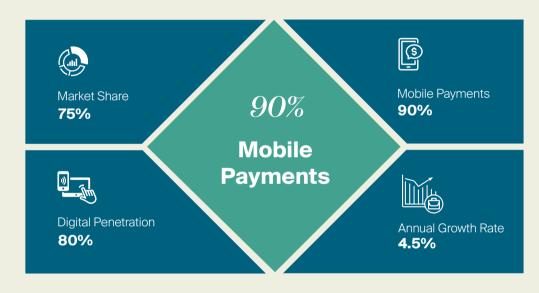




Uganda



Tanzania







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.rennie@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