





# AFRICA PROSPECTS RANKINGS

The second edition of the Africa Prospects Indicators (APi) provides a trended ranking of multi dimensional, comparative indicators for nine of Sub Saharan Africa's leading markets, where common measurement information is available. The report also assesses macro economic and business prospects for a further 17 countries where extended metrics exist. The findings, up to Quarter 3, 2015, of the Africa Prospects ranking reveal some interesting, if not entirely unexpected, movement in positions as these dynamic markets respond to ongoing change.

Cote d'Ivoire moves ahead of Nigeria to lead the prospects ranking outlook at the end of Q3, 2015. Its ranking improves on the Business outlook dimension, and it continues to rank top in terms of Retail sentiment. Whilst the country comes in third position on the broader Macro factors, its stable economic growth and inflation climate and recent elections, provide a fertile investment environment. Its principal prospects for realising growth remain consumer-related elements such as identifying and fulfilling consumer needs, building category, brand and product awareness, as well as trust and recommendation.

RANKING					
   					
COUNTRY	OVERALL RANK	MACRO RANK	BUSINESS RANK	CONSUMER RANK	RETAIL RANK
COTE D'IVOIRE	1	3	1	8	1
KENYA	2	2	5	6	7
TANZANIA	3	1	4	7	8
NIGERIA	4	4	3	2	3
ZAMBIA	5	7	9	1	4
CAMEROON	6	6	2	5	2
SOUTH AFRICA	7	8	8	4	6
UGANDA	8	9	6	3	5
GHANA	9	5	7	9	9

Represents 71% of Sub Saharan Africa's GDP and 50% of the population