



Exploring Opportunities in Services and Payments in the New Normal in Sub-Saharan Africa

September 2021

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Scope

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Key findings (2)

COVID-19 affects supply chains and operations throughout Sub-Saharan Africa

Disposable income will recover only slowly for most income groups

Retailers face difficult operating conditions as a result of economic constraints

Retailers develop omnichannel strategies in order to expand their consumer base

Telecommunications companies pave the way for m-commerce

Mr Price Group's omnichannel strategy boosts sales in the midst of COVID-19 (South Africa)

Implications for Sub-Saharan African retailers

Temporary restaurant closures hit foodservice operators

Virtual and delivery platforms take the spotlight in the region

Delivery era drives digital strategies and partnerships: Jumia Foods (Kenya)

Implications for Sub-Saharan African consumer foodservice operators

Travel continues to be affected by persistent travel bans

Digitalisation and sustainability have evolved into competitive tools across the region

Governments and operators bet on bottom-up approach to support tourism activities

Hotel Sky leverage digital technologies to streamline guest experience (South Africa)

Implications for Sub-Saharan African travel and tourism players

Mid-term outlook for services and payments in Sub-Saharan Africa

Long-term outlook for services and payments in Sub-Saharan Africa

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