

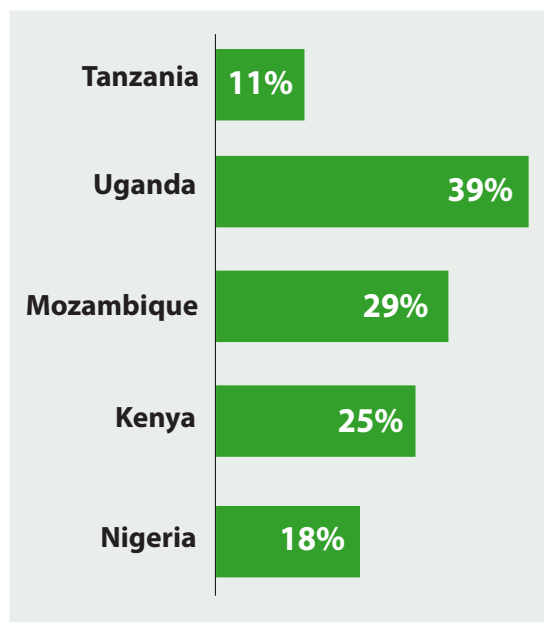


Shop till you drop

A shopping culture is gradually developing in Africa, albeit slowly. Our lives are constantly being influenced by what we see on TV. We want to dress in the suit we saw on the tube last night or impress others with the latest piece of technology we read about on the net. This sends us shopping.

Shopping preference in Africa

Ugandans have an affinity for shopping malls. And not just for window-shopping like Tanzanians, they walk into shops, leave their money there, and walk out with what they're looking for. While only 11% of Tanzanians will go shopping during their free time, 39% of Ugandans will walk from shop to shop and spend their money.



According to data we have gathered, no other country comes close to the Ugandans. The Mozambiquans attempted but gave up at 29%, Kenyans at 25% and Nigerians at 18%.

Data is sourced from **Maisha** a Pan-African lifestyle study conducted by Consumer Insight in the commercial capitals of more than 14 African countries.

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