

EMBRACE THE ONLINE OPPORTUNITY OF AFRICAN LANGUAGES



DID YOU KNOW?

The next billion customers are in Africa. As the continent's population grows, so does the demand for online services in local languages. This opens a wealth of opportunities for localization and expansion into new markets.

CSA RESEARCH FOUND THAT

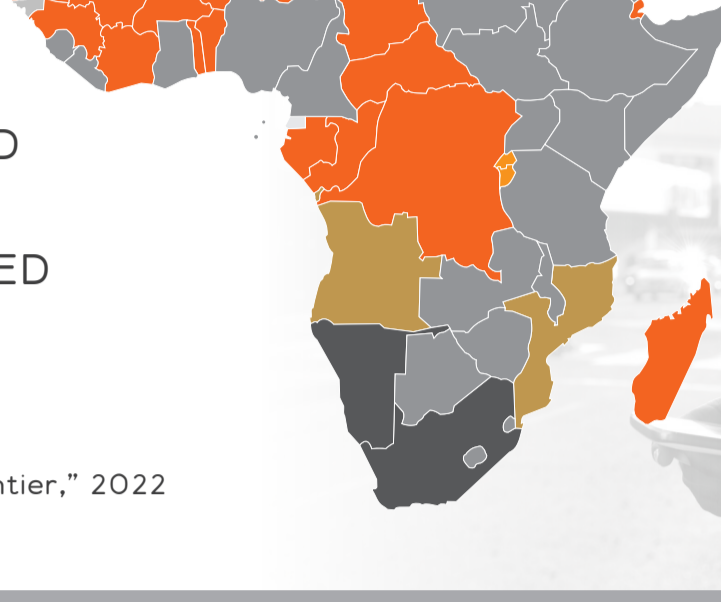
Only 22 languages spoken in Africa are supported by major enterprises out of 2,000+

European languages and Arabic receive the most support

Speakers of local African languages are underserved, and the problem will only increase in the coming years.

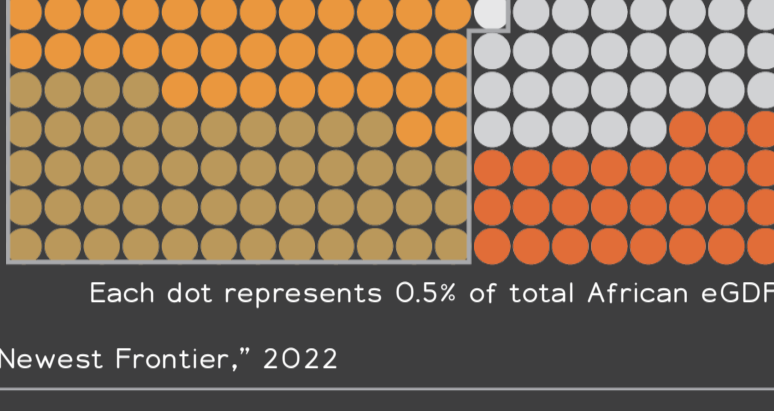
PRIMARY EUROPEAN LANGUAGES

- ENGLISH
- FRENCH
- PORTUGUESE
- SPANISH
- AFRIKAANS AND ENGLISH MIXED
- ENGLISH AND FRENCH MIXED
- FRENCH AND PORTUGUESE MIXED



NOTE: Percentages of individuals speaking these languages vary and may be very low in some countries.
Source: CSA Research, "Africa: Localization's Newest Frontier," 2022

- EUROPEAN LANGUAGES ONLY | 33%
- EUROPEAN AND LOCAL LANGUAGES | 25%
- EUROPEAN LANGUAGES AND ARABIC | 11%
- ARABIC ONLY | 17.5%
- LOCAL LANGUAGES ONLY | 13.5%



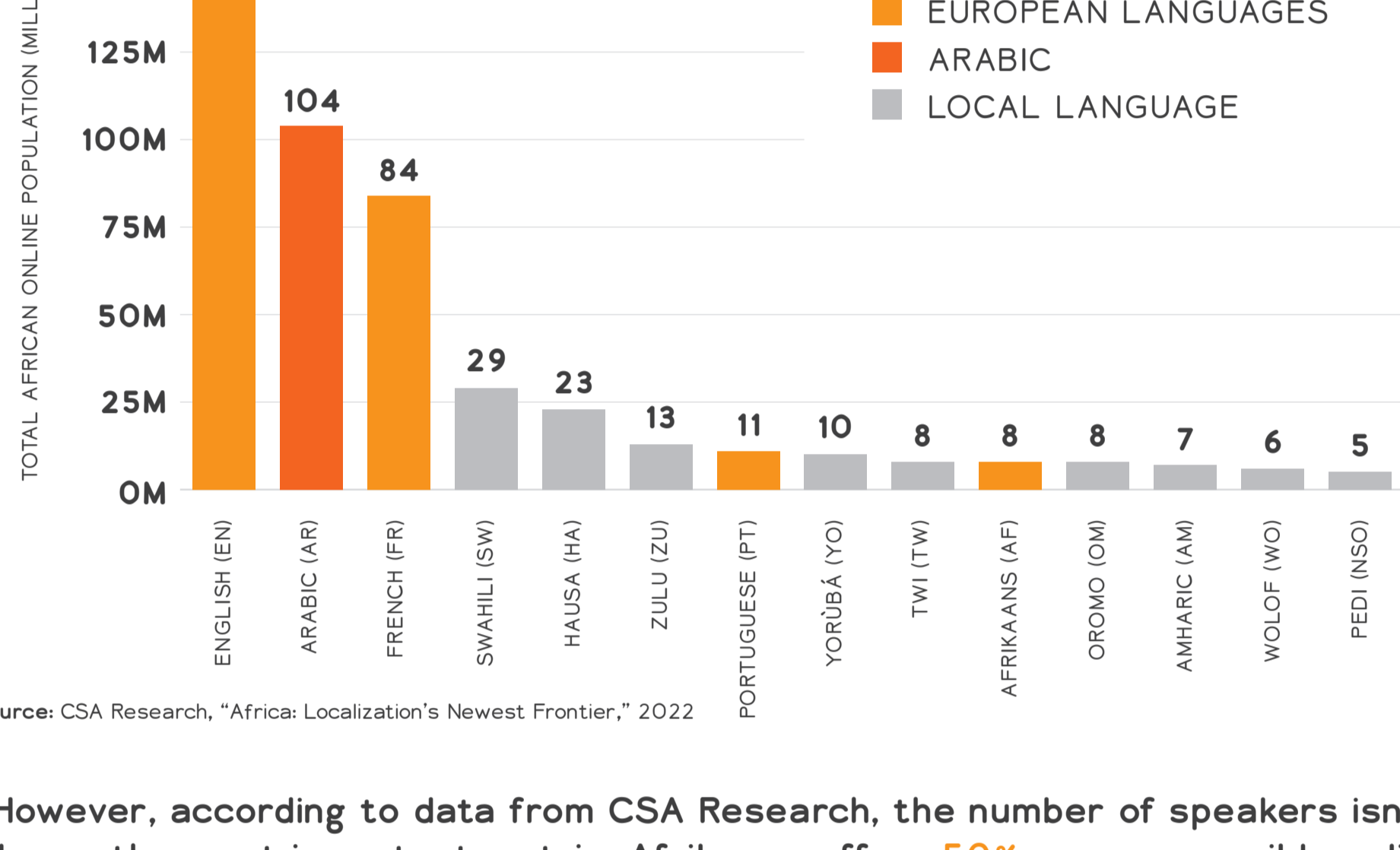
Source: CSA Research, "Africa: Localization's Newest Frontier," 2022

69% of African eGDP Accessible via European Languages

31% of African eGDP not Accessible via European Languages

TOP LANGUAGES BY TOTAL ONLINE POPULATION

Today, European languages and Arabic play an outsized role both for the number of speakers and geographical reach.



Source: CSA Research, "Africa: Localization's Newest Frontier," 2022

However, according to data from CSA Research, the number of speakers isn't always the most important metric. Afrikaans offers 50% more accessible online GDP than Portuguese, but Portuguese has 40% more speakers.

AFRICA'S ECONOMIC BUYING POWER

According to IFC and Google research, Africa spent more than \$100B USD in 2020. That number is expected to grow 6 times over by 2050.

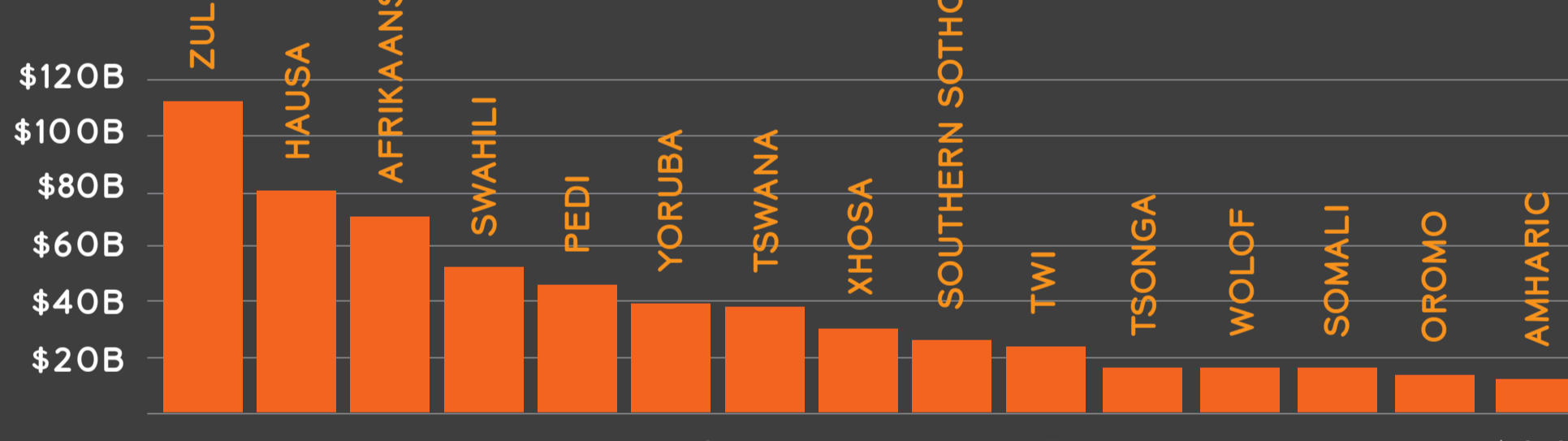
\$115B in 2020

\$180B in 2021

\$712B in 2050

ECONOMIC BUYING POWER IN SUB-SAHARAN AFRICA

eGDP BY LANGUAGE



Source: Google, International Finance Corporation, e-Economy Africa (2020)

eGDP BY COUNTRY

| COUNTRY | eGDP (USD) | LANGUAGES |
|--------------|------------|---|
| South Africa | \$301.3B | Afrikaans, N. Sotho (Pedi), S. Sotho, Xhosa, Zulu |
| Nigeria | \$231.6B | Fullah, Fulfulde, Igbo, Yoruba |
| Ghana | \$39.6B | Akan, Exe, Ga, Hausa |
| Ethiopia | \$38.7B | Amharic, Oromo |
| Kenya | \$35.1B | Swahili |
| Tanzania | \$22.8B | Swahili |
| Cameroon | \$21.2B | Fullah, Fulfulde, Hausa |

Nigeria, South Africa, and Kenya are great places to start when developing a language strategy.

INTERNET AND DEVICE SATURATION

Smartphones are the preferred device across sub-Saharan Africa. In the Ivory Coast, Sudan, and Senegal, tablets are either the preferred device or a close second.

However, most smartphones limit the amount of data per day. Producing content that doesn't use large amounts of data is key.

MOST COMMON USER ACTIVITIES INCLUDE:

87%

Instant Messaging and Chatting

87%

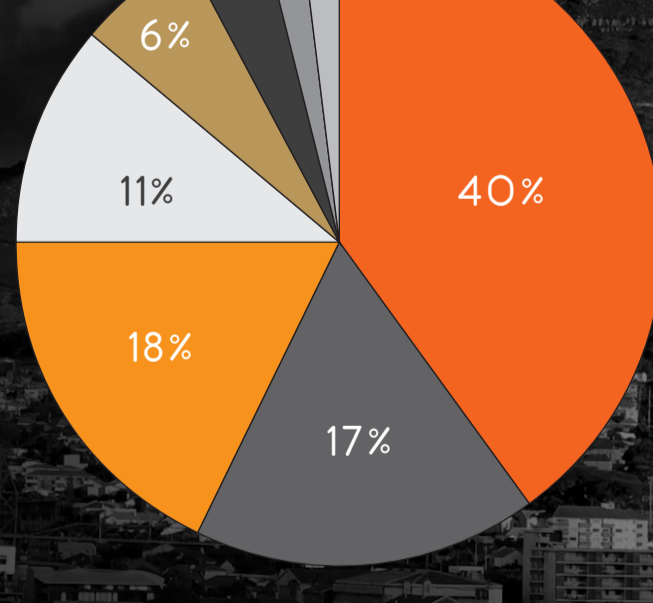
Accessing Social Media

71%

Watching Video Clips on Social Media

MOST USED SOCIAL MEDIA PLATFORMS IN SUB-SAHARAN AFRICA

- 40% FACEBOOK
- 18% YOUTUBE
- 17% INSTAGRAM
- 11% TWITTER
- 6% SNAPCHAT
- 4% MUSICAL.LY
- 2% NAIRALAND
- 2% NAIJAFORUM.COM



Online retail and researching products only amount to 23% and 10% of internet usage respectively.

Your return on investment will be greater on social media platforms, where you can leverage their advertising capabilities.

Source: Kantar TNS, Connected Life (2017-18)

3 BEST PRACTICES FOR LOCALIZATION AND DIGITAL MARKETING

- 1 Localize for impact.
- 2 Take technical and cultural diversity into account. Consider partnering with local entrepreneurs to build solutions.
- 3 Use light-weight formats to make content more accessible for people without Wi-Fi access. Explore how messaging can streamline interactions through WhatsApp and/or build a Messenger bot.

With a median age of around 20 years and 40% of the population under 15, Africa has a huge population that wants to access the internet in their native language. Given these conditions, the value of African languages that seems low today will quickly grow.

WANT TO CREATE A LOCALIZATION STRATEGY FOR AFRICAN MARKETS?

GET IN TOUCH