



LUXURYINSIGHT
YOUR DATA PARTNER

launch

THE FIRST TREND BOOK COVERING SUB-SAHARAN AFRICA

« Luxury Marketing & Retail Trends »





Luxury Marketing & Retail Trends in Africa – exciting opportunities for brands !

« Africa is entering the club of the most strategic regions in the world for the sale of luxury goods, presenting the brands with new opportunities to expand business. These opportunities are favoured by rising incomes, the development of urbanisation, the rise of the middle class and a large population of millionaires. Several International luxury players are already present in the region and local brands are emerging in the international arena. For the luxury brands willing to be part of this dynamic, it is essential to learn from existing experiences and understand the codes to penetrate this market.



Stéphane Truchi :
Chairman of Ifop and
Luxury Market expert

*InCapsule by Ifop launches the “**Luxury Marketing and Retail Trends**” Book to help brands define strategies for capturing, activating and seducing luxury clientele living in Sub-Saharan Africa. Our team of trend hunters will analyse the successful brands’ initiatives in the region, based on the review of socio-cultural trends that impact the consumption of luxury goods and services. Whether your business is in cosmetics, fashion, jewellery, tourism, automotive or real estate, you will have the keys to maximise your brand’s and physical outlets’ value with the inspirations of this Trend Book.*



**Martine Ghnassia and
Isabelle Grange, co-founders
of InCapsule by Ifop**





“Luxury Marketing & Retail Trends” Book by InCapsule by Ifop – the first trendbook which brings together the key data on the luxury market in sub-Saharan Africa and reveals the marketing activation levers for this clientele, based on a selection of **80 brand and retail initiatives**.

Deliverable



Luxury Marketing & Retail Trends Book



Socio-cultural context sourced via exclusive data & expert interviews



Marketing Activation Levers for Luxury Clientele in Sub-Saharan Africa



80 initiatives analysed and structured by marketing levers

Sources

- **DATA CURATION** with **LUXURYINSIGHT** (Web platform of exclusive and locally-sourced data),
- **HUNTING OF BRAND AND RETAIL INITIATIVES**, via InCapsule network of local trend hunters, and analysing marketing strategies of International brands and African brands, present in Kenya, South Africa, Nigeria, Angola, Ivory Coast, and internationally,
- **OBSERVATIONS IN-SITU** by InCapsule team.



Budget

« Luxury Marketing & Retail Trends Book »,
in Power Point format : **18 000 €**

Option : InCap's Business Live "African Stories" –
conference tailored to your needs: **starting at 6 000 €**



is a subdivision of Ifop, specialising in
Marketing Innovation Management and Consulting.

Our team has background and experiences in advertising
consulting, communication and change management and help
companies manage inspirations and innovate collaboratively.

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