



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 !



**Stéphane Truchi :**  
Chairman of Ifop and  
Luxury Market expert

« 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.

*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 **LUXURYNSIGHT** (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.



## Budget

« Luxury Marketing & Retail Trends Book » ,  
in Power Point format : **contact us to receive the quotation**

*Option : InCap's Business Live "African Stories" – conference  
tailored to your needs*



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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