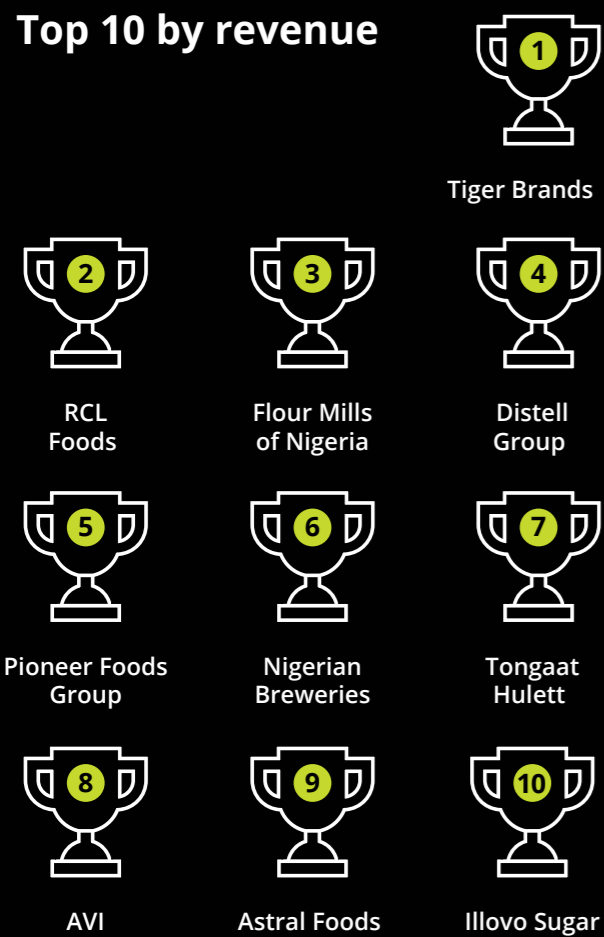


African Powers of Consumer Products 2016*

Deloitte ranked the Top 50 listed African consumer product (CP) companies, and explored some of the themes emerging on the continent.



Top 10 by revenue

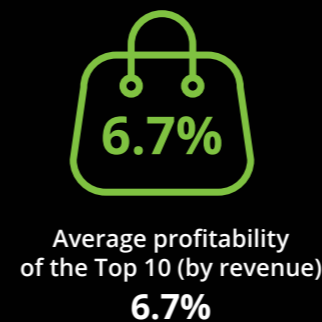
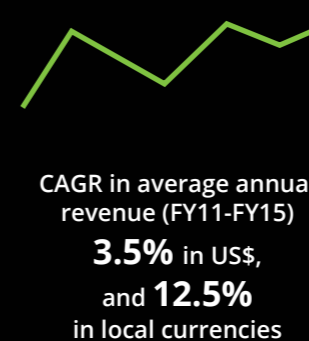


Top 10 fastest-growing (CAGR FY11-FY15)



What you need to know about Africa's Top 50 CP companies

What kind of money are we talking about?



Product sector split



Themes affecting Africa's CP companies



Protectionist measures are emerging along with **localised manufacturing** capabilities

Private labels are a possible source of growth for CP companies during challenging economic times

The evolving value equation including increasing **health regulation** and changing **consumer preferences**

Companies are coming up with **innovative solutions** to Africa's logistics challenges

* (FY15) up to and including May 2016