Africa Automotive Insights 2018
An East African consumer perspective

The customer journey in Kenya, Tanzania and Uganda

Customer Journey

1 in 3 buyers regard fuel efficiency as the top priority
1 in 2 buyers turn to family or friends for advice
4 in 5 vehicles are bought from dealerships or traders
1 in 3 buyers access bank loans to pay for their vehicles
1 in 2 vehicles are serviced by jua kali mechanics
2 in 3 owners would switch brands if their income changed
1 in 2 consumers plan to buy a vehicle in the next 2 years
Fuel efficiency remains the top priority for future purchases
1 in 3 buyers will likely turn to family and friends for advice
2 in 3 vehicles will likely be bought from dealerships or traders
1 in 2 future sales will likely be passenger vehicles
1 in 3 consumers will likely not purchase a vehicle in the future

Insights Kenya

1 in 3 buyers regard fuel efficiency as the top priority
1 in 2 buyers turn to family or friends for advice
4 in 5 vehicles are bought from dealerships or traders
1 in 3 buyers access bank loans to pay for their vehicles
1 in 2 vehicles are serviced by jua kali mechanics
2 in 3 owners would switch brands if their income changed
1 in 2 consumers plan to buy a vehicle in the next 2 years
Fuel efficiency may remain the top priority for future purchases
2 in 3 buyers will likely turn to family and friends for advice
2 in 3 vehicles will likely be bought from dealerships or traders
1 in 2 future sales will likely be passenger vehicles
1 in 3 consumers will likely not purchase a vehicle in the future

Insights Tanzania

1 in 2 buyers regard price as the top priority
1 in 2 buyers turn to family or friends for advice
1 in 2 vehicles are bought from dealerships or traders
1 in 6 buyers access bank loans to pay for their vehicles
2 in 3 vehicles are serviced by jua kali mechanics
2 in 3 owners would switch brands if their income changed
1 in 4 consumers plan to buy a vehicle in the next 2 years
Fuel efficiency likely remain the top priority for future purchases
1 in 2 buyers will likely turn to family and friends for advice
1 in 2 vehicles will likely be bought from dealerships or traders
3 in 5 future sales will likely be passenger vehicles
1 in 2 consumers will likely not purchase a vehicle in the future

Insights Uganda

1 in 5 buyers regard price as the top priority
2 in 5 buyers turn to family or friends for advice
3 in 4 vehicles are bought from dealerships or traders
1 in 8 buyers access bank loans to pay for their vehicles
1 in 3 vehicles are serviced by jua kali mechanics
2 in 3 owners would switch brands if their income changed
1 in 5 consumers plan to buy a vehicle in the next 2 years
Status & safety will likely be top priorities for future purchases
1 in 5 buyers will likely turn to sales people for advice
1 in 5 vehicles will likely be bought from dealerships or traders
3 in 4 future sales will likely be passenger vehicles
2 in 3 consumers will likely not purchase a vehicle in the future

To learn more, download the full report
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