
African Marketing Data and Statistics

3rd edition

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Summary of Contents

Chapter One — Foreword and Guide	11
Chapter Two — Agricultural Resources and Output	21
Chapter Three — Automotives and Transport	33
Chapter Four — Banking and Finance	61
Chapter Five — Consumer Expenditure	83
Chapter Six — Consumer Market Sizes	91
Chapter Seven — Consumer Prices and Costs	97
Chapter Eight — Economic Indicators	105
Chapter Nine — Education	129
Chapter Ten — Energy Resources and Output	137
Chapter Eleven — Environmental Data	147
Section Twelve — External Trade	151
Chapter Thirteen — Health	175
Chapter Fourteen — Home Ownership	179
Chapter Fifteen — Household Profiles	183
Chapter Sixteen — Income and Deductions	189
Section Seventeen — Industry	193
Chapter Eighteen — IT and Telecommunications	201
Chapter Nineteen — Labour	213
Chapter Twenty — Media and Leisure	223
Chapter Twenty-one — Population	225
Chapter Twenty-two — Retailing	257
Chapter Twenty-three — Travel and Tourism	261

Table of Contents

Chapter One — Foreword and Guide	11
Foreword.	13
Guide to Using This Handbook	15
1. Scope of the Handbook	15
2. Subject Coverage	15
3. Data Coverage	17
4. Country Coverage	17
5. Sources	18
6. List of Abbreviations	20
Chapter Two — Agricultural Resources and Output	21
Table 2.1 – Agricultural Output Indices 1985-2010	22
Table 2.2 – Food Output Indices 1985-2010	23
Table 2.3 – Land Use and Irrigation 2010	24
Table 2.4 – Livestock 2010	25
Table 2.5 – Selected Crop Production 2010.	26
Table 2.6 – Dairy Products and Egg Production 2010	27
Table 2.7 – Meat Production 2010	28
Table 2.8 – Cereal Production 2010	29
Table 2.9 – Forestry and Paper Product Production 2010.	30
Table 2.10 – Organic Farming Land Use 1985-2010	31
Table 2.11 – Organic Farms 1985-2010.	32
Chapter Three — Automotives and Transport	33
Table 3.1 – Commercial Vehicles in Use 1980-2010	34
Table 3.2 – Passenger Cars in Use 1980-2010	36
Table 3.3 – Two-Wheelers in Use 1980-2010.	38
Table 3.4 – Commercial Vehicle Production 1980-2010	39
Table 3.5 – Passenger Car Production 1980-2010	40
Table 3.6 – Commercial Vehicle New Registrations 1980-2010	41
Table 3.7 – Passenger Car New Registrations 1985-2010	43
Table 3.8 – Two-Wheeler New Registrations 1985-2010	44
Table 3.9 – Airline Freight 1980-2010.	45
Table 3.10 – Airline Passengers 1980-2010	47
Table 3.11 – Scheduled Flights: Distance Flown 1980-2010.	49
Table 3.12 – Merchant Shipping Fleet 1980-2010	51
Table 3.13 – Public Railway Network 1980-2010	53
Table 3.14 – Railway Statistics of Major National Carriers 2010	55
Table 3.15 – Railway Freight 1980-2010	56
Table 3.16 – Railway Passengers 1985-2010.	58
Table 3.17 – Car Traffic 1980-2010.	58
Table 3.18 – Passenger Cars: Average Annual Distance Travelled 1980-2010.	59
Table 3.19 – Road Network 2010.	60
Chapter Four — Banking and Finance	61
Table 4.1 – Private Sector Bank Claims 1980-2010	62
Table 4.2 – Deposit Money Bank Assets 1980-2010	64
Table 4.3 – Deposit Money Bank Liabilities 1980-2010.	66
Table 4.4 – Annual Lending Rates 1980-2010	68
Table 4.5 – Deposit Money Bank Reserves 1980-2010	70
Table 4.6 – Credit Cards in Circulation 1998-2010	72
Table 4.7 – Charge Cards in Circulation 1998-2010.	73
Table 4.8 – Credit Card Expenditure 1998-2010.	74
Table 4.9 – Charge Card Expenditure 1998-2010	75
Table 4.10 – Credit Card Transactions 1998-2010	76
Table 4.11 – Charge Card Transactions 1998-2010	77
Table 4.12 – Average Expenditure per Credit Card 1998-2010	78
Table 4.13 – Average Expenditure per Charge Card 1998-2010.	79
Table 4.14 – Average Expenditure per Credit Card Transaction 1998-2010	80
Table 4.15 – Average Expenditure per Charge Card Transaction 1998-2010.	81
Chapter Five — Consumer Expenditure.....	83
Table 5.1 – Consumer Expenditure 1990-2010	84
Table 5.2 – Consumer Expenditure by Object 2010	85
Table 5.3 – Food and Non-Alcoholic Beverage Consumer Expenditure 1990-2010	86
Table 5.4 – Alcoholic Beverages and Tobacco Consumer Expenditure 1990-2010	86
Table 5.5 – Clothing and Footwear Consumer Expenditure 1990-2010	87
Table 5.6 – Housing Consumer Expenditure 1990-2010.	87
Table 5.7 – Household Goods and Services Consumer Expenditure 1990-2010	87
Table 5.8 – Health Goods and Medical Services Consumer Expenditure 1990-2010	88

Table 5.9 – Transport Consumer Expenditure 1990-2010	88
Table 5.10 – Communications Consumer Expenditure 1990-2010	89
Table 5.11 – Leisure and Recreation Consumer Expenditure 1990-2010	89
Table 5.12 – Education Consumer Expenditure 1990-2010	89
Table 5.13 – Hotels and Catering Consumer Expenditure 1990-2010	90
Table 5.14 – Miscellaneous Goods and Services Consumer Expenditure 1990-2010	90

Chapter Six — Consumer Market Sizes..... 91

Table 6.1 – Alcoholic Drinks: Per Capita Retail Sales 2010	92
Table 6.2 – Apparel: Per Capita Retail Sales 2010	92
Table 6.3 – Beauty and Personal Care: Per Capita Retail Sales 2010	92
Table 6.4 – Major Appliances: Per Capita Retail Sales 2010	92
Table 6.5 – Small Electrical Appliances: Per Capita Retail Sales 2010	93
Table 6.6 – Consumer Electronics: Per Capita Retail Sales 2010	93
Table 6.7 – Consumer Health: Per Capita Retail Sales 2010	93
Table 6.8 – Fresh Foods: Per Capita Retail Sales 2010	93
Table 6.9 – Home Care Products: Per Capita Retail Sales 2010	94
Table 6.10 – Hot and Soft Drinks: Per Capita Retail Sales 2010	94
Table 6.11 – Dairy Products and Ice Cream: Per Capita Retail Sales 2010	94
Table 6.12 – Bakery Products: Per Capita Retail Sales 2010	94
Table 6.13 – Confectionery: Per Capita Retail Sales 2010	95
Table 6.14 – Other Selected Packaged Foods: Per Capita Retail Sales 2010	95
Table 6.15 – Tissue and Hygiene: Per Capita Retail Sales 2010	95
Table 6.16 – Tobacco: Per Capita Retail Sales 2010	95
Table 6.17 – Toys and Games: Per Capita Retail Sales 2010	96

Chapter Seven — Consumer Prices and Costs..... 97

Table 7.1 – Consumer Price Indices 1990-2010	98
Table 7.2 – Food and Non-Alcoholic Beverage Price Indices 1990-2010	99
Table 7.3 – Food and Drink Costs: Selected Items 2010	100
Table 7.4 – Index of Alcoholic Beverage and Tobacco Prices 1990-2010	101
Table 7.5 – Clothing and Footwear Price Indices 1990-2010	102
Table 7.6 – Housing Price Indices 1990-2010	102
Table 7.7 – Household Goods and Services Price Indices 1990-2010	103
Table 7.8 – Health Goods and Medical Services Price Indices 1990-2010	103
Table 7.9 – Transport Price Indices 1990-2010	103
Table 7.10 – Index of Communication Prices 1990-2010	103
Table 7.11 – Leisure and Recreation Price Indices 1990-2010	104
Table 7.12 – Education Price Indices 1990-2010	104
Table 7.13 – Index of Hotel and Catering Prices 1990-2010	104
Table 7.14 – Miscellaneous Goods and Services Price Indices 1990-2010	104

Chapter Eight — Economic Indicators..... 105

Table 8.1 – Gross Domestic Product in National Currencies 1980-2010	106
Table 8.2 – Gross Domestic Product in US\$ 1980-2010	108
Table 8.3 – Gross Domestic Product by Origin 2010	109
Table 8.4 – Gross Domestic Product by Origin 2010 (% Analysis)	110
Table 8.5 – Gross Domestic Product Usage 2010	111
Table 8.6 – Gross Domestic Product Usage (% Analysis)	112
Table 8.7 – Gross National Income in National Currencies 1980-2010	113
Table 8.8 – Gross National Income in US\$ 1980-2010	115
Table 8.9 – Money Supply 1985-2010	117
Table 8.10 – Inflation Rates (Annual) 1985-2010	118
Table 8.11 – Public Consumption 1985-2010	119
Table 8.12 – Private Consumption 1985-2010	120
Table 8.13 – Government Finance and International Liquidity 2010	121
Table 8.14 – Government Expenditure by Object 2010	121
Table 8.15 – Government Expenditure by Object 2010 (% Analysis)	122
Table 8.16 – Current Account Balance 1998-2010	122
Table 8.17 – Corruption Perception Index 1998-2010	123
Table 8.18 – Minimum Wage Monthly 1998-2010	124
Table 8.19 – FDI Intensity 1998-2010	125
Table 8.20 – Exchange Rates Against the US\$ 1985-2010	126
Table 8.21 – Exchange Rates Against the EUR 1985-2010	127

Chapter Nine — Education..... 129

Table 9.1 – Education Statistics 2010	130
Table 9.2 – Pre-Primary Education: Schools, Staff and Pupils: 2010	131
Table 9.3 – Primary Education 2010	132
Table 9.4 – Secondary Education 2010	133
Table 9.5 – Higher and University Education 2010	134
Table 9.6 – Foreign Students in Higher and University Education 1985-2010	135
Table 9.7 – Foreign Students' Share of all Higher and University Education Students 1985-2010	136

Chapter Ten — Energy Resources and Output..... 137

Table 10.1 – Refinery Product Consumption 2010	138
Table 10.2 – Motor Gasoline Consumption 1985-2010	139
Table 10.3 – Aviation Fuel Consumption 1985-2010	140
Table 10.4 – Energy Intensity 1998-2010	140
Table 10.5 – Crude Oil Production 1998-2010	141
Table 10.6 – Electricity Production 2010	141
Table 10.7 – Natural Gas Production 1985-2010	141
Table 10.8 – Refinery Output 1990-2010	142
Table 10.9 – Primary Energy Consumption: Selected Materials 2010	142
Table 10.10 – Coal Consumption 1985-2010	143
Table 10.11 – Crude Oil Consumption 1985-2010	143
Table 10.12 – Natural Gas Consumption 1985-2010	143
Table 10.13 – Nuclear Energy Consumption 1985-2010	143
Table 10.14 – Hydroelectricity Consumption 1985-2010	144

Table 10.15 – Electricity Residential Consumption 1985-2010	144
Table 10.16 – Gas Residential Consumption 1985-2010	145
Chapter Eleven — Environmental Data	147
Table 11.1 – Carbon Dioxide Emissions 2010	148
Table 11.2 – Air and Water Pollutant Emissions 2010	149
Section Twelve — External Trade	151
Table 12.1 – Imports (cif) 1980-2010	152
Table 12.2 – Imports (cif) by Origin 2010	154
Table 12.3 – Imports (cif) by Origin 2010 (% Analysis)	156
Table 12.4 – Imports (cif) by Commodity: SITC Classification 2010	158
Table 12.5 – Imports (cif) by Commodity: SITC Classification 2010 (% Analysis)	160
Table 12.6 – Exports (fob) 1980-2010	162
Table 12.7 – Exports (fob) by Destination 2010	164
Table 12.8 – Exports (fob) by Destination 2010 (% Analysis)	166
Table 12.9 – Exports (fob) by Commodity: SITC Classification 2010	168
Table 12.10 – Exports (fob) by Commodity: SITC Classification 2010 (% Analysis)	170
Table 12.11 – Trade Balance 1980-2010	172
Chapter Thirteen — Health	175
Table 13.1 – Doctors, Nurses and Dentists 2010	176
Table 13.2 – Causes of Death: Male 2010	176
Table 13.3 – Causes of Death: Female 2010	177
Table 13.4 – Food Supply: Average Consumption of Calories, Protein and Fat 2010	177
Table 13.5 – Government Health Expenditure 2010	178
Table 13.6 – Obese Population (BMI 30kg/Sq M or More) 1985-2010	178
Chapter Fourteen — Home Ownership	179
Table 14.1 – Housing Stock 1980-2010	180
Table 14.2 – New Dwellings Completed 1980-2010	180
Table 14.3 – Households by Tenure 2010	180
Table 14.4 – Households by Type of Dwelling 2010	181
Chapter Fifteen — Household Profiles	183
Table 15.1 – Households 1985-2010	184
Table 15.2 – Household Average Number of Occupants at January 1st 1985-2010	184
Table 15.3 – Households by Urban/Rural Split 2010	185
Table 15.4 – Households by Number of Persons 2010	185
Table 15.5 – Households by Number of Rooms 2010	185
Table 15.6 – Households by Sex of Head of Household 2010	185
Table 15.7 – Households by Age of Head of Household: 2010	185
Table 15.8 – Households by Education of Head of Household 2010	186
Table 15.9 – Households by Status of Head of Household 2010	186
Table 15.10 – Households by Annual Disposable Income Band 2010	186
Table 15.11 – Household Durable Ownership 2010	187
Chapter Sixteen — Income and Deductions	189
Table 16.1 – Gross Income (Annual) 1990-2010	190
Table 16.2 – Gross Income by Source 2010	190
Table 16.3 – Tax and Social Security Contributions 1990-2010	190
Table 16.4 – Disposable Income (Annual) 1990-2010	190
Table 16.5 – Net Savings 1990-2010	191
Table 16.6 – Savings Ratio 1990-2010	191
Section Seventeen — Industry	193
Table 17.1 – General Industrial Production Indices 1980-2010	194
Table 17.2 – Manufacturing Production Indices 1980-2010	196
Table 17.3 – Mining Production Indices 1980-2010	198
Chapter Eighteen — IT and Telecommunications	201
Table 18.1 – Internet Users 1990-2010	202
Table 18.2 – Dial-Up Internet Subscribers 1998-2010	202
Table 18.3 – Broadband Internet Subscribers 1998-2010	203
Table 18.4 – Personal Computers in Use 1990-2010	203
Table 18.5 – ISDN Subscribers 1990-2010	204
Table 18.6 – Capital Investment in Telecommunications 1985-2010	205
Table 18.7 – Mobile Telephone Subscriptions 1990-2010	206
Table 18.8 – Mobile Telecommunications Revenues 1990-2010	207
Table 18.9 – Mobile Telephone Calls 1990-2010	208
Table 18.10 – Mobile Telephone Calls per Mobile Telephone Subscriber 1990-2010	209
Table 18.11 – Telephone Lines in Use 1990-2010	210
Table 18.12 – National Telephone Calls 1990-2010	211
Table 18.13 – International Outgoing Telephone Calls 1990-2010	212
Chapter Nineteen — Labour	213
Table 19.1 – Employed Population 1980-2010	214
Table 19.2 – Employment by Activity 2010	214
Table 19.3 – Paid Employment in Manufacturing 1980-2010	215
Table 19.4 – Unemployed Population 1980-2010	216
Table 19.5 – Unemployment Rate 1980-2010	217
Table 19.6 – Economically Active Population by Age Group 2010	218
Table 19.7 – Economically Active Population by Age Group 2010 (% Analysis)	220
Table 19.8 – Economically Active Population by Sex 2010	222

Chapter Twenty — Media and Leisure	223
Table 20.1 – Newspapers 2010	224
Table 20.2 – Colour TV Households 2005-2010	224
Table 20.3 – Cable TV Households 2005-2010	224
Table 20.4 – Satellite TV Households 2005-2010	224
Chapter Twenty-one — Population.....	225
Table 21.1 – Total Population 1980-2010: National Estimates at Mid-Year	226
Table 21.2 – Total Population 1980-2010: National Estimates at January 1st	228
Table 21.3 – Population by Sex and Age at January 1st 2010	230
Table 21.4 – Population by Sex and Age (%) at January 1st 2010	231
Table 21.5 – Live Births 1985-2010	232
Table 21.6 – Deaths 1985-2010	233
Table 21.7 – Birth Rates 1985-2010	234
Table 21.8 – Death Rates 1985-2010	235
Table 21.9 – Infant Mortality Rates 1985-2010	236
Table 21.10 – Marriage Rates 1985-2010	236
Table 21.11 – Divorce Rates 1985-2010	237
Table 21.12 – Fertility Rates 1985-2010	237
Table 21.13 – Life Expectancy at Birth 2010	238
Table 21.14 – Population Density 1985-2010	239
Table 21.15 – Urban Population 1985-2010	240
Table 21.16 – Rural Population 1985-2010	241
Table 21.17 – Pensioners 1990-2010	242
Table 21.18 – Population by Marital Status 2010	242
Table 21.19 – Population by Educational Attainment 2010	243
Table 21.20 – Male and Female Population by Age at January 1st 2010	243
Table 21.21 – Male Population at January 1st 1990-2010	244
Table 21.22 – Female Population at January 1st 1990-2010	245
Table 21.23 – Children Aged 0-14 Years at January 1st 1990-2010	246
Table 21.24 – Persons of Working Age (15-64 Years) at January 1st 1990-2010	247
Table 21.25 – Persons Aged 65 Years and over at January 1st 1990-2010	248
Table 21.26 – Population by Age Group at January 1st 2010	249
Table 21.27 – Population by Age Group (%) at January 1st 2010	251
Table 21.28 – Total Population 2010-2020 at January 1st	253
Table 21.29 – Children Aged 0-14 Years Forecasts at January 1st 2010-2020	254
Table 21.30 – Persons of Working Age (15-64 Years) Forecasts at January 1st 2010-2020	255
Table 21.31 – Persons Aged 65 Years and Over Forecasts at January 1st 2010-2020	256
Chapter Twenty-two — Retailing	257
Table 22.1 – Retail Sales 2005-2010	258
Table 22.2 – Store-Based Retailer Sales by Grocery/Non Grocery Split 2010	258
Table 22.3 – Store-Based Retailer Outlets by Grocery/Non Grocery Split 2010	258
Table 22.4 – Grocery Retailer Sales by Type 2010	258
Table 22.5 – Non-Grocery Retailer Sales by Type 2010	259
Table 22.6 – Non-Store Retailer Sales by Type 2010	259
Table 22.7 – Non-Store Retailer Sales by Type (% Analysis) 2010	259
Chapter Twenty-three — Travel and Tourism	261
Table 23.1 – Average Tourist Nights in Accommodation Establishments 1990-2010	262
Table 23.2 – Average Tourist Nights in the Country 1990-2010	263
Table 23.3 – Domestic Tourist Nights 1990-2010	264
Table 23.4 – International Tourist Nights 1990-2010	265
Table 23.5 – Expenditure by Tourists 1980-2010	266
Table 23.6 – Receipts from Tourism 1980-2010	267
Table 23.7 – Rooms in Tourist Accommodation 1990-2010	268
Table 23.8 – Total Number of Bed Places in Tourist Accommodation 1990-2010	269
Table 23.9 – Hotel Bed Occupancy Rates 1990-2010	270
Table 23.10 – International Tourist Arrivals 1990-2010	271
Table 23.11 – Tourist Arrivals by Method 2010	272
Table 23.12 – Tourist Arrivals by Region 2010	273

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Chapter One

Foreword and Guide

Foreword

African Marketing Data and Statistics is a compendium of statistical information on the 52 countries which comprise the African region. Drawing on Euromonitor International's specialised databases on consumer lifestyles and retailing as well as encompassing the many subject areas covered by International Marketing Data and Statistics (IMDAS, now in its 35th edition), it provides a wealth of detailed and up-to-date statistical information relevant to the region.

The data coverage of **African Marketing Data and Statistics** includes a considerable number of 30-year trendings, which permit the analysis of socio-economic trends over a longer time span as a basis for forecasting. Figures for the most recent complete year (in this edition 2009/2010) have been included for key parameters.

In addition to major countries, the country coverage includes smaller countries and states.

Although the availability of statistical information on these countries is limited and they are minor markets, it assists in building up a more comprehensive picture of the regional market and will be of interest to academic users.

The data are presented in tabular form and in several sections a number of extrapolated tables have been included.

Readers requiring detailed guidance on sources of information used in the compilation of the data are referred to the World Directory of Business Information Sources (Euromonitor International, 2010) for more comprehensive listings.

Four companion volumes of marketing data: Asian Marketing Data and Statistics, Latin American Marketing Data and Statistics, European Marketing Data and Statistics (EMDAS), and International Marketing Data and Statistics (IMDAS) are also available in the same format. An electronic version, World Marketing Data and Statistics, presenting material from both IMDAS and EMDAS, is available on the Internet, enabling the user to customize and manipulate the data via its specially designed user-friendly interface. The data included in World Marketing Data and Statistics is also accessible as part of Euromonitor International's Global Marketing Information Database (GMID) on the web.

As multinational companies extend their activities and developing countries and regions play an increasingly important role in international trade, statistical information on the countries of the world will become an essential pre-requisite for forward planning. **African Marketing Data and Statistics** and its companion volumes aim to provide such a compilation in a handy format which allows easy access to key data drawn from hundreds of market sources and Euromonitor International's own extensive information resources. All of the databases in this third edition of **African Marketing Data and Statistics** will be expanded and developed over subsequent editions. User comments are welcomed. Also, whilst the editors have made every effort to ensure accuracy, Euromonitor International cannot accept responsibility for any errors which may have occurred.

Guide to Using This Handbook

1. Scope of the Handbook

African Marketing Data and Statistics (AfriMDAS) is a statistical yearbook of business and marketing information. This third edition features a compilation of up-to-date and detailed marketing statistics on 22 principal subject areas. These sectors are stored on a database of international marketing information and are regularly updated by Euromonitor International's research team.

The sections of AfriMDAS cover a wide variety of marketing topics, ranging from socio-economic trends and background information through to key consumer marketing parameters. There are also sections covering consumer expenditure, retailing, consumer market sizes and household composition. Key agro-industrial trends covering energy, automobiles, industrial output and agricultural resources are included.

In AfriMDAS, each statistical tabulation presents comparative information, either in the form of long-term trendings (dating back to 1980 as available), or single-year data for the latest year available. All the countries are listed alphabetically down the left-hand column.

The country listing is either the full matrix or a "key countries" listing. Some tables include data for selected markets only. This is dependent on data availability or relevance.

Where data are in values, units have generally been left in national currencies unless initially compiled in US dollars. However, selected tables include calculations in US dollars. These are calculated only for the latest year available (2009/2010) as fluctuations in exchange rates and contrasts in rates of inflation render year-on-year conversions meaningless.

In addition, calculations have been made where deemed appropriate to show growth rates over a defined period, and per capita data. These permit rapid cross-comparisons between countries, regions and markets.

Using AfriMDAS is easy. Whatever topic is of interest, the reader simply looks up the relevant tables (using the list of contents) and the table will show the relevant data for all countries. The heading shows the relevant section, title summary and title of the table, and unit. A guide to the sources used in the compilation of the data appears at the foot of the table, together with any relevant notes.

The aim of AfriMDAS is to locate in one handbook the essential statistical information relevant to market planning in the African region. The handbook will save the busy marketer or researcher hours of time trawling through statistics from many sources and provides a wealth of hard-to-get information drawn from many sources. Business users and librarians will find the handbook especially useful.

2. Subject Coverage

AfriMDAS is presented in 22 separate sections or "databases", following the Foreword and Guide, which are all updated by Euromonitor International on an annual basis. The subjects have been selected as those most appropriate for strategic planning and regional market analysis, covering both background marketing parameters and detailed consumer market information. The 22 product databases are outlined in more detail below.

1 Agricultural Resources and Output

This section presents key data on land use and the output of various agricultural products. There are 11 tables on the database, mostly including figures for 2009/2010.

2 Automotives and Transport

This database covers the circulation, manufacture and sale of cars, commercial vehicles and two-wheelers; also major movements in the road, rail, air and shipping transport sectors.

3 Banking and Finance

This section features 15 tabulations showing data from 1980-2010 and covering bank reserves, assets, liabilities, claims, interest rates, and financial cards.

4 Consumer Expenditure

This section comprises 14 tables providing data on total consumer expenditure and consumer spending in all main categories.

5 Consumer Market Sizes

This section gives per capita consumption or expenditure across 17 fast-moving consumer goods markets for 2010.

6 Consumer Prices and Costs

Trends in consumer prices and selected international living costs are portrayed in 14 tables of data.

7 Economic Indicators

This database features 21 tables of key economic data, again with several long-term trend tables. The main economic indicators are all covered, including GDP, GNI, inflation, money supply, public and private consumption, government finance and exchange rates.

8 Education

A range of educational statistics are included in this seven table section, from pre-primary through to higher and university education.

9 Energy Resources and Output

This section consists of 16 tables on energy supply and demand. Coverage includes a number of tables trended over 20 or more years.

10 Environmental Data

This section includes two tables covering emissions of carbon dioxide and air and water pollutants.

11 External Trade

This section features 11 tables giving a cohesive and structured trade overview covering total imports and exports and external trade breakdowns by origin/destination and commodity.

12 Health

This database comprises six tables covering major health indicators, including numbers of healthcare professionals, food supply, government health expenditure, causes of death, and obesity.

13 Home Ownership

This section includes comparative data on housing stock and new dwellings completed, as well as numbers of households by tenure and type of dwelling.

14 Household Profiles

This section comprises 12 tables of comparative statistics on households. Data on average number of occupants per household are included, as well as possession of household durables.

15 Income and Deductions

This section includes six tables covering gross and disposable income, as well as savings.

16 Industry

This section provides key industrial indices for a 30-year period and includes output tables covering major industrial materials.

17 IT and Telecommunications

This section features information on a number of communications and information technology topics including Internet statistics and data on mobile telephony.

18 Labour

This database covers the key employment indicators including numbers employed, unemployed and hours of work. The structure of the labour force by industry sector, age group and sex is included for latest years available.

19 Media and Leisure

This section includes four tables covering available data on newspapers, and TV households including cable TV, and satellite TV.

20 Population

This database features statistical compilations covering population trends, vital statistics, urbanisation, demographic analysis by age and sex, and population forecasts. Much of the data is in long-term trends, forming a basis for forecasting and projections.

21 Retailing

This section has drawn on Euromonitor International's extensive international retail research in recent years, with tables covering retail sales and channels and breakdowns for different retail sectors.

22 Travel and Tourism

This database consists of tabulations covering tourism values and movements, tourist accommodation and its usage.

3. Data Coverage

Each of the statistical compilations is presented in one of four data periods:

- (1) A 30-year trend table from 1980-2010, with data for each country drawn from the same consistent source. In most cases, some intermediary years have been excluded for reasons of space.
- (2) A different period trend, eg 1990-2010 (20-year trend), or a recent period, eg 2005-2010.
- (3) Latest year available, with the years differing between countries. These are used where the information is drawn from occasional studies, eg a census, or where statistical offices vary in the speed of publishing statistics.
- (4) A single year, eg 2010, where space does not permit trends or where an interactive range of information is provided (eg imports by origin, GDP by origin etc).

4. Country Coverage

The country coverage of AfriMDAS extends over 52 countries. The countries appearing in the main matrix are ordered alphabetically as follows:

Algeria
 Angola
 Benin
 Botswana
 Burkina Faso
 Burundi
 Cameroon
 Cape Verde
 Central African Republic
 Chad
 Comoros
 Congo Democratic Republic
 Congo-Brazzaville
 Cote d'Ivoire
 Djibouti
 Equatorial Guinea
 Eritrea
 Ethiopia
 Gabon
 Gambia
 Ghana
 Guinea
 Guinea-Bissau
 Kenya
 Lesotho
 Liberia
 Madagascar
 Malawi
 Mali
 Mauritania
 Mauritius
 Morocco
 Mozambique
 Namibia
 Niger
 Nigeria
 Reunion
 Rwanda
 Sao Tome e Principe
 Senegal
 Seychelles
 Sierra Leone
 Somalia
 South Africa
 Sudan
 Swaziland
 Tanzania
 Togo
 Tunisia
 Uganda
 Zambia
 Zimbabwe

For some sections, only major markets are featured. These include the following seven key countries:

Algeria
Cameroon
Kenya
Morocco
Nigeria
South Africa
Tunisia

5. Sources

African Marketing Data and Statistics is based on an extensive and ongoing programme of research into international markets and industries. A network of market analysts and researchers work to pull together available data on socio-economic patterns, market conditions and trends, living standards and background information relevant to business, export and market planning.

The principal sources used in the compilation of AfriMDAS are as follows:

- International organisations, such as the United Nations, OECD, and the International Monetary Fund.
- National statistical offices and central banks in each country.
- International and national trade and industry associations.
- Industry study groups and unofficial research publishers.
- Euromonitor International's own research publications, including one-off reports and statistical compilations.
- Original research specially commissioned, including consumer research, trade interviews and retail surveys.

A guide to the main sources used in the compilation of each table is included at the foot of each table. For reasons of space the main sources are only briefly cited; in some cases, many different publications are used in the preparation of just one table. In other cases, statistical compilations are from secondary sources which have in turn used a number of sources.

A brief guide to the main sources used in each of the 22 product databases follows.

1 Agricultural Resources and Output

Mainly based on the publications and databases of the Food and Agricultural Organisation of the United Nations (FAO).

2 Automotives and Transport

Automotives data are drawn from national statistics, and the publications of various motor trades organisations. Transport statistics are based on national statistics and on various UN publications; the International Civil Aviation Organisation; the International Road Federation and Lloyd's Register of Shipping.

3 Banking and Finance

The major source of comparative financial data is the IMF's International Financial Statistics.

4 Consumer Expenditure

Drawn from the OECD and the national accounts of each country (generally published by the national statistical offices). Euromonitor International estimates have been used to reach levels of consolidation.

5 Consumer Market Sizes

Drawn from Euromonitor International's consumer market database; primary sources include trade associations and industry leaders in all countries.

6 Consumer Prices and Costs

Mainly from national statistics, the International Monetary Fund and the OECD; living costs from the International Labour Organisation.

7 Economic Indicators

The principal international sources are the OECD and the International Monetary Fund (IMF). National statistical offices (yearbooks, national accounts) and economic bulletins by leading banks are also used.

8 Education

The key international source is UNESCO with data from national statistical offices incorporated as available.

9 Energy Resources and Output

This compilation draws mainly on data from BP, the UN and the OECD/IEA, national statistics and various industry publications.

10 Environmental Data

Drawn largely from the OECD, United Nations, and the World Resources Institute, as well as national statistics.

11 External Trade

The IMF, UN and OECD track external trade flows in some detail. National statistical yearbooks are also utilised.

12 Health

Compiled from various publications from national statistical offices, OECD and UN publications and incorporating Euromonitor International estimates and calculations.

13 Home Ownership

Data are compiled from national statistical offices of each country.

14 Household Profiles

Compiled from various publications from national statistical offices, UN publications and incorporating Euromonitor International estimates and calculations.

15 Income and Deductions

Data from national statistical offices of each country. Specific sources include Household Budget Surveys and National Accounts. Euromonitor International estimates have been used.

16 Industry

Mainly drawn from UN and OECD publications, and from national statistics. Various industry sectors are covered by associations as stated.

17 IT and Telecommunications

Mainly based on national statistics and UN data, particularly the publications of the International Telecommunications Union (ITU), and incorporating some data from the World Bank.

18 Labour

In addition to national statistics, the primary international source is the International Labour Organisation, which publishes both a statistical yearbook and quarterly bulletins.

19 Media and Leisure

Mainly drawn from the UN, UNESCO, the Council of Europe and national statistical offices.

20 Population

Drawn mainly from the statistical yearbooks of the national statistical offices supplemented with UN data and population forecasts.

21 Retailing

Drawn from a wide number of Euromonitor International's own surveys and market reports on international retailing, including Retail Trade International (Euromonitor International 2010), and also original research. Primary sources include retail trade censuses (various countries) by national statistical offices, retail trade associations, major retailers etc.

22 Travel and Tourism

A compilation sourced from the World Tourism Organisation and Euromonitor International's own research.

6. List of Abbreviations

FAO	Food and Agriculture Organisation of the United Nations
IAA	International Advertising Association
IATA	International Air Transport Association
IBRD	International Bank for Reconstruction and Development (World Bank)
ICAO	International Civil Aviation Organisation
IEA	International Energy Authority
IISS	International Institute for Strategic Studies
ILO	International Labour Organisation
IMF	International Monetary Fund
IMMA	International Motorcycle Manufacturers' Association
IRF	International Road Federation
ITU	International Telecommunication Union (a UN agency)
OECD	Organisation for Economic Co-operation and Development
SMMT	Society of Motor Manufacturers and Traders
UIC	Union Internationale des Chemins de Fer
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WHO	World Health Organisation
WTO	World Tourism Organisation
EAP	Economically active population
GDP	Gross domestic product
GNP	Gross national product
LPG	Liquefied petroleum gases
NGL	Natural gas liquids
SITC	Standard International Trade Classification
'000	thousand
gWh	gigawatt-hours
ha	Hectare
hl	Hectolitre
kg	kilogramme
km	kilometre
km ²	square kilometre
kWh	kilowatt-hours
m ²	square metre
m ³	cubic metre
mn	million
MTOE	million tonnes of oil equivalent
MW	megawatts
R/P	reserves/production
TJ	terajoules
0	denotes less than 0.5 where no fraction given

Economic Statistics

Table 8.5

Gross Domestic Product Usage 2010

US\$ million

	Government Final Consumption	Private Final Consumption	Increases in Stocks	Gross Fixed Capital Formation	Exports of Goods & Services	Imports of Goods & Services	Total
Algeria	26,002.2	56,574.9	13,275.8	62,846.4	55,256.3	-54,525.7	160,269.7
Angola	20,671.9	28,809.2	822.7	14,984.9	41,839.5	-28,738.9	86,089.6
Benin	873.4	5,152.3	14.9	1,782.8	1,217.6	-1,865.1	7,054.9
Botswana	3,234.1	6,482.4	-101.7	3,756.6	6,301.0	-5,757.3	14,021.7
Burkina Faso	1,722.2	6,462.6	159.6	1,894.4	982.4	-2,295.3	9,038.8
Burundi	354.6	1,104.1		408.9	143.3	-600.7	1,489.9
Cameroon	3,466.4	15,940.0		3,850.2	5,640.2	-6,511.3	22,436.5
Cape Verde	368.0	1,207.0	13.9	729.7	190.7	-934.5	1,644.1
Central African Republic	195.9	1,775.0	0.0	244.4	248.8	-456.4	2,013.0
Chad	2,181.4	2,649.0	98.7	1,409.6	3,462.1	-2,102.9	7,700.8
Comoros	83.6	537.8		74.3	80.8	-240.3	541.2
Congo Dem Rep	2,132.4	9,056.1	134.0	2,931.2	6,781.8	-9,296.7	13,139.9
Congo-Brazzaville	1,466.8	4,811.0	24.4	3,238.0	9,442.2	-6,372.8	12,230.3
Côte d'Ivoire	1,829.8	16,547.6		2,409.7	11,462.3	-7,891.3	24,170.4
Djibouti	184.8	719.9		145.5	502.4	-537.9	1,010.0
Equatorial Guinea	365.9	889.9	0.6	3,800.6	13,851.9	-4,600.6	14,048.6
Eritrea	397.5	2,003.9		172.8	86.6	-406.5	2,117.0
Ethiopia	2,276.9	21,585.1		6,834.9	2,937.8	-8,346.8	26,297.1
Gabon	1,451.4	4,180.6	247.4	2,507.8	8,350.8	-3,684.2	13,055.7
Gambia	118.2	815.9	30.2	352.0	29.9	-286.9	996.7
Ghana	3,511.2	23,661.3		7,013.9	7,914.0	-12,021.7	31,072.0
Guinea	373.2	2,850.7	23.5	914.5	1,134.2	-1,297.0	3,874.8
Guinea-Bissau	93.9	804.1	10.1	110.9	140.2	-306.1	835.4
Kenya	5,432.6	24,441.8	-10.9	6,581.4	7,427.3	-12,313.4	32,472.3
Lesotho	1,080.2	1,800.3	6.2	632.4	1,065.8	-2,448.7	2,121.9
Liberia	157.7	1,602.0		190.3	279.2	-1,278.0	897.2
Madagascar	1,061.5	6,532.5		3,185.7	2,399.5	-4,654.2	8,589.2
Malawi	467.9	4,566.0	141.2	1,205.5	1,181.4	-2,399.0	5,230.5
Mali	1,640.7	5,671.0	153.8	2,004.1	1,992.2	-2,153.4	9,251.0
Mauritania	576.5	2,471.9		943.6	1,832.2	-2,347.9	3,794.0
Mauritius	1,338.2	7,256.9	-54.6	2,556.5	5,182.4	-6,369.7	9,728.6
Morocco	16,176.0	56,948.7	343.8	30,193.3	24,216.9	-36,242.5	91,116.5
Mozambique	1,145.4	7,289.6	-66.4	1,766.3	1,852.4	-2,912.9	9,627.3
Namibia	2,748.7	7,944.6	310.3	2,586.1	6,816.7	-8,123.3	11,863.9
Niger	919.2	4,029.4	-35.6	1,739.2	1,100.2	-2,318.2	5,566.5
Nigeria	11,400.1	107,043.1	15.2	44,174.7	89,809.3	-51,849.7	214,981.6
Réunion							
Rwanda	836.7	4,637.4		1,359.6	687.3	-1,777.9	5,621.8
Sao Tomé e Príncipe	94.9	185.1		165.0	63.0	-287.9	218.4
Senegal	1,861.7	10,088.8	655.5	2,935.4	2,883.1	-5,554.3	12,840.6
Seychelles	125.0	612.7		311.2	1,131.0	-1,251.3	935.9
Sierra Leone	266.1	1,564.6	732.3	105.2	235.9	-710.0	2,198.3
Somalia	257.9	2,057.8	1.5	587.4	9.0	-49.5	2,864.1
South Africa	77,935.4	211,714.5	-5,052.0	74,984.6	108,132.0	-107,164.1	363,734.4
Sudan	11,659.2	43,916.8	1,894.2	12,721.2	11,812.4	-14,482.2	70,585.7
Swaziland	550.5	3,487.6		387.1	2,056.1	-2,597.3	3,927.8
Tanzania	3,649.3	16,137.2	138.2	6,241.8	5,686.1	-8,378.8	23,962.4
Togo	481.5	2,754.8	-10.3	768.7	1,246.9	-2,027.7	3,303.3
Tunisia	6,096.1	25,328.8	13.4	11,483.7	21,327.3	-22,932.7	40,259.0
Uganda	1,557.0	15,469.9	46.5	3,486.0	3,501.5	-5,836.7	18,265.6
Zambia	3,591.4	10,165.4	227.3	2,919.2	5,498.7	-6,067.6	16,191.6
Zimbabwe	259.2	3,602.1		877.8	1,287.5	-1,443.1	5,194.5

Source: International Monetary Fund (IMF), International Financial Statistics

Notes: The difference between the sum of GDP by usage components and Total GDP (usually production approach measured GDP) appears due to the statistical discrepancies

Health Statistics

Table 13.3

Causes of Death: Female 2010*Per 100,000 inhabitants*

	Tuberculosis	HIV	Cancer	Diabetes	Mental and Behaviour Disorders	Diseases of Circulatory System	Diseases of Respiratory System	Diseases of Digestive System
Algeria	0.9		105.1	20.8	7.7	201.7	27.6	18.8
Cameroon	2.6		222.3	47.6	15.6	446.0	63.0	41.4
Kenya	1.9		192.8	39.6	14.1	379.5	52.4	35.5
Morocco	1.0		80.0	17.5	5.5	163.5	23.2	14.9
Nigeria	2.8		277.8	57.7	20.1	550.8	76.5	50.4
South Africa	143.0	29.9	67.0	52.4	3.8	185.4	164.5	29.2
Tunisia	1.7		103.3	24.7	8.2	234.0	33.2	21.9

Source: World Health Organisation/Euromonitor International

Health Statistics

Table 13.4

Food Supply: Average Consumption of Calories, Protein and Fat 2010*Daily averages, calories / grams per inhabitant*

	Calories (number)	Protein (grams)	Fat (grams)
Algeria	3,230	85.8	73.5
Angola	2,034	46.4	49.3
Benin	2,595	61.0	53.4
Botswana	2,321	64.6	58.8
Burkina Faso	2,703	83.3	57.7
Burundi	1,691	46.4	14.7
Cameroon	2,291	56.8	40.3
Cape Verde	2,628	72.7	81.2
Central African Republic	2,050	46.9	66.2
Chad	2,098	61.3	48.4
Comoros	1,948	45.2	45.7
Congo Dem Rep	1,643	23.7	25.1
Congo-Brazzaville	2,536	52.0	62.0
Côte d'Ivoire	2,563	50.3	46.3
Djibouti	2,382	65.4	62.7
Equatorial Guinea			
Eritrea	1,631	47.8	23.9
Ethiopia	2,041	58.7	21.8
Gabon	2,817	82.8	60.5
Gambia	2,474	58.3	61.9
Ghana	3,028	61.7	53.1
Guinea	2,644	55.2	66.0
Guinea-Bissau	2,356	45.6	48.0
Kenya	2,159	63.1	53.0
Lesotho	2,495	70.2	32.7
Liberia	2,297	38.1	56.5
Madagascar	2,230	51.3	32.8
Malawi	2,266	59.3	33.9
Mali	2,704	73.7	55.9
Mauritania	2,885	87.0	75.8
Mauritius	3,004	85.7	87.2
Morocco	3,246	83.9	67.4
Mozambique	2,086	39.2	36.7
Namibia	2,465	71.6	60.1
Niger	2,513	82.8	44.8
Nigeria	2,833	66.9	67.5
Réunion			
Rwanda	2,168	52.7	20.3
Sao Tomé e Príncipe	2,747	62.0	78.4
Senegal	2,425	59.3	64.5
Seychelles	2,538	92.0	78.6
Sierra Leone	2,255	52.8	57.4
Somalia	1,778	45.1	54.2
South Africa	3,034	82.5	84.0
Sudan	2,340	74.3	66.7
Swaziland	2,257	59.3	47.8
Tanzania	2,064	48.3	33.2
Togo	2,194	49.6	46.8
Tunisia	3,357	99.3	85.3
Uganda	2,153	47.4	44.0
Zambia	1,861	45.5	33.4
Zimbabwe	2,315	58.5	56.6

Source: Euromonitor International from FAO/National Statistics

Household Statistics Table 15.1

Households 1985-2010

'000

	1985	1990	1995	2000	2005	2006	2007	2008	2009	2010
Algeria	3,014.1	3,509.6	4,084.6	4,668.2	5,384.5	5,544.0	5,707.1	5,874.9	6,046.4	6,221.4
Angola	1,135.0	1,266.2	1,454.7	1,626.4	1,879.8	1,936.5	1,994.8	2,054.2	2,115.8	2,180.6
Benin	720.2	814.9	976.5	1,172.2	1,438.6	1,494.6	1,550.9	1,607.4	1,664.1	1,721.1
Botswana	224.5	277.9	342.2	412.8	482.2	498.0	514.9	532.5	550.6	569.0
Burkina Faso	1,242.6	1,338.7	1,587.6	1,923.0	2,321.2	2,410.9	2,504.0	2,599.5	2,696.4	2,793.8
Burundi	1,084.9	1,266.3	1,353.6	1,412.7	1,641.0	1,700.2	1,762.6	1,826.3	1,889.1	1,949.1
Cameroon	1,838.6	2,206.8	2,616.5	3,050.1	3,529.5	3,625.9	3,722.0	3,817.9	3,914.2	4,011.3
Cape Verde	63.3	70.8	80.4	90.2	99.8	101.9	104.0	106.3	108.6	111.0
Central African Republic	564.9	616.8	687.4	761.8	834.2	851.1	869.1	887.9	907.5	927.5
Chad	676.0	777.8	885.4	1,034.7	1,229.3	1,268.7	1,307.9	1,346.9	1,386.5	1,427.6
Comoros	62.3	70.7	79.6	90.5	104.4	107.7	111.2	114.9	118.7	122.5
Congo Dem Rep	4,816.6	5,583.1	6,599.6	7,345.8	8,525.4	8,787.5	9,054.7	9,329.5	9,614.1	9,908.7
Congo-Brazzaville	385.4	436.1	480.9	518.4	585.5	598.7	611.6	624.5	638.4	653.8
Côte d'Ivoire	1,740.9	2,098.5	2,496.8	2,883.5	3,212.8	3,284.6	3,359.8	3,438.2	3,519.1	3,602.0
Djibouti	55.9	82.9	98.7	124.1	147.0	151.1	155.2	159.2	163.1	166.9
Equatorial Guinea	41.6	49.1	56.4	64.9	74.9	77.1	79.4	81.7	84.1	86.5
Eritrea										
Ethiopia	7,972.5	9,746.1	11,966.6	14,180.1	16,401.8	16,865.6	17,338.2	17,819.1	18,307.5	18,802.7
Gabon	117.2	132.0	145.3	158.2	172.6	175.6	178.8	182.0	185.4	189.0
Gambia	86.6	101.7	121.6	148.9	178.4	184.4	190.5	196.6	202.8	209.1
Ghana	2,676.6	3,236.8	4,039.0	5,050.0	6,034.2	6,216.5	6,394.5	6,569.2	6,742.1	6,914.4
Guinea	778.8	895.9	1,088.0	1,228.9	1,362.4	1,392.8	1,425.0	1,459.5	1,496.8	1,537.0
Guinea-Bissau	148.6	162.8	184.4	208.9	239.4	245.7	252.0	258.4	265.0	271.8
Kenya	3,904.3	4,791.2	5,787.8	6,840.1	8,014.4	8,267.5	8,527.1	8,792.7	9,063.7	9,339.3
Lesotho	289.0	315.5	344.1	382.4	410.5	415.7	420.7	425.8	430.8	435.8
Liberia	365.5	370.4	344.7	519.8	638.1	669.6	705.5	743.8	781.9	817.6
Madagascar	2,071.6	2,343.7	2,750.8	3,285.0	3,931.8	4,071.7	4,214.6	4,360.7	4,510.3	4,663.5
Malawi	1,685.3	2,208.2	2,393.4	2,842.0	3,374.8	3,495.5	3,621.3	3,752.2	3,887.9	4,028.1
Mali	1,402.5	1,537.7	1,705.2	1,886.1	2,124.7	2,176.5	2,229.1	2,282.8	2,337.9	2,394.4
Mauritania	311.6	349.9	394.6	448.9	526.4	542.6	558.5	574.0	589.1	603.8
Mauritius	215.4	234.7	263.7	291.5	318.0	323.7	329.6	335.6	341.8	347.9
Morocco	3,400.2	3,969.3	4,566.5	5,189.4	5,790.1	5,918.6	6,051.1	6,186.7	6,324.6	6,464.1
Mozambique	3,089.9	3,132.1	3,683.9	4,279.4	4,999.5	5,155.8	5,316.5	5,479.9	5,645.2	5,811.7
Namibia	219.8	272.0	314.0	356.9	396.2	404.3	412.6	420.9	429.3	437.5
Niger	1,038.7	1,262.6	1,556.6	1,860.1	2,158.1	2,230.1	2,307.5	2,390.1	2,476.9	2,566.7
Nigeria	14,590.9	17,307.9	20,492.3	24,079.3	28,025.3	28,849.1	29,682.1	30,525.2	31,379.8	32,246.9
Réunion	138.1	161.0	188.7	220.5	256.5	264.0	271.4	278.9	286.3	293.6
Rwanda	1,312.0	1,522.4	1,159.3	1,693.9	1,897.5	1,941.4	1,991.4	2,046.6	2,104.7	2,164.1
Sao Tomé e Príncipe	25.8	27.1	31.0	36.1	40.8	42.1	43.4	44.8	46.3	47.7
Senegal	723.8	833.2	952.1	1,082.9	1,227.8	1,259.7	1,292.7	1,326.6	1,361.1	1,396.0
Seychelles	14.5	16.8	19.2	20.7	21.9	22.1	22.2	22.3	22.4	22.5
Sierra Leone	544.2	620.6	618.1	668.3	823.7	853.5	880.9	906.4	931.3	956.3
Somalia	1,247.2	1,288.3	1,268.6	1,455.6	1,687.7	1,739.0	1,792.1	1,847.4	1,906.5	1,970.2
South Africa	5,384.4	6,732.1	8,978.3	11,214.3	12,677.0	12,929.4	13,171.5	13,412.8	13,654.4	13,901.5
Sudan	3,751.0	4,239.7	4,849.3	5,505.4	6,123.2	6,261.4	6,406.7	6,557.5	6,711.5	6,866.8
Swaziland	120.8	147.3	163.8	179.9	184.6	186.4	188.8	191.5	194.5	197.4
Tanzania	4,093.2	4,824.5	5,762.7	6,732.5	7,959.7	8,245.5	8,546.0	8,861.4	9,192.0	9,537.8
Togo	401.5	476.4	557.9	700.2	833.8	860.1	886.5	913.0	939.4	965.6
Tunisia	1,316.0	1,535.7	1,758.4	2,001.3	2,239.8	2,291.0	2,344.0	2,395.4	2,448.6	2,501.9
Uganda	3,076.4	3,692.6	4,371.7	5,116.5	6,182.0	6,441.5	6,717.8	7,008.5	7,312.7	7,629.4
Zambia	1,251.3	1,412.6	1,649.8	1,960.6	2,291.4	2,366.1	2,444.7	2,527.0	2,612.7	2,701.7
Zimbabwe	1,691.8	2,141.6	2,556.9	2,818.5	2,961.6	2,989.2	3,018.4	3,053.8	3,101.0	3,164.1

Source: National statistical offices/Euromonitor International

Household Statistics Table 15.2

Household Average Number of Occupants at January 1st 1985-2010

Persons

	1985	1990	1995	2000	2005	2006	2007	2008	2009	2010	Number of Children per Household 2010
Algeria	7.33	7.20	6.92	6.53	6.10	6.02	5.93	5.85	5.77	5.69	1.87
Cameroon	5.72	5.54	5.37	5.20	5.05	5.03	5.01	5.00	4.99	4.98	2.36
Kenya	5.03	4.89	4.75	4.60	4.47	4.45	4.43	4.41	4.39	4.38	2.16
Morocco	6.56	6.25	5.90	5.56	5.27	5.21	5.16	5.11	5.06	5.01	1.70
Nigeria	5.84	5.62	5.39	5.18	5.03	5.00	4.98	4.95	4.93	4.91	2.40
South Africa	6.12	5.46	4.61	4.00	3.79	3.76	3.73	3.70	3.67	3.63	1.32
Tunisia	5.57	5.35	5.08	4.72	4.41	4.35	4.30	4.25	4.19	4.15	1.17

Source: National statistics/UN//Euromonitor International

IT and Telecommunications Statistics

Table 18.1

Internet Users 1990-2010

'000

	1990	1995	2000	2005	2006	2007	2008	2009	2010
Algeria		1	150	1,920	2,460	3,200	3,500	4,700	5,329
Angola			15	190	326	499	550	607	720
Benin			15	100	125	150	160	200	263
Botswana		1	50	60	80	100	120	120	135
Burkina Faso			9	65	90	110	140	178	222
Burundi			5	40	50	55	65	158	182
Cameroon			40	250	370	547	725	750	916
Cape Verde			8	29	33	41	180	150	169
Central African Republic			2	11	13	16	19	23	29
Chad			3	40	60	90	130	168	250
Comoros			2	20	21	22	26	24	27
Congo Dem Rep			3	141	180	231	289	365	461
Congo-Brazzaville			1	50	70	98	155	245	295
Côte d'Ivoire		0	40	200	300	451	661	967	1,138
Djibouti		0	1	8	10	14	19	26	31
Equatorial Guinea			1	7	8	10	12	14	18
Eritrea			5	80	100	120	150	250	328
Ethiopia		0	10	164	238	291	363	447	555
Gabon			15	67	77	82	90	99	109
Gambia		0	12	58	82	100	114	130	152
Ghana		0	30	401	610	881	997	1,297	1,609
Guinea		0	8	50	60	75	90	95	108
Guinea-Bissau			3	28	31	34	37	37	41
Kenya		0	100	1,111	2,770	3,002	3,361	3,996	4,515
Lesotho			4	51	60	70	73	77	93
Liberia			1	7	14	20	30	20	33
Madagascar			30	100	110	121	315	320	393
Malawi			15	53	60	139	316	716	920
Mali			15	60	88	101	200	250	315
Mauritania			5	20	30	45	62	75	97
Mauritius		1	87	190	211	257	279	290	324
Morocco		1	200	4,600	6,100	6,713	10,462	13,213	15,107
Mozambique			20	178	180	199	349	614	757
Namibia		0	30	81	90	101	114	128	142
Niger			4	29	40	55	103	116	141
Nigeria			80	5,000	8,000	10,001	23,982	43,989	53,363
Réunion			100	220	258	314	407	450	498
Rwanda			5	50	100	200	300	450	542
Sao Tomé e Príncipe			7	21	22	23	25	27	30
Senegal		0	40	540	650	916	1,294	1,818	2,261
Seychelles			6	21	29	32	32	34	37
Sierra Leone			5	11	12	13	14	15	16
Somalia			15	90	94	98	104	106	115
South Africa		280	2,400	3,600	3,700	3,966	4,187	4,420	4,768
Sudan			9	500	3,200	3,501	4,201	4,200	4,920
Swaziland		0	10	42	42	47	80	90	107
Tanzania			40	384	390	400	518	678	797
Togo			100	300	320	341	350	356	509
Tunisia		1	260	954	1,295	1,722	2,800	3,500	4,030
Uganda		1	40	500	750	1,125	2,500	3,200	3,750
Zambia		1	20	335	500	600	700	816	979
Zimbabwe		1	50	1,000	1,220	1,351	1,421	1,423	1,585

Source: International Telecommunications Union/World Bank/Trade Sources/Euromonitor International

IT and Telecommunications Statistics

Table 18.2

Dial-Up Internet Subscribers 1998-2010

'000

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2009	2010
Algeria	2	20	50	60	81	99	117	55	33	21	10	7
Cameroon	1	2	4	4	6	7	11	15	25	28	24	27
Kenya	33	36	40	45	53	60	69	75	74	88	103	105
Morocco	1	3	37	53	53	58	49	13	8	6	4	3
Nigeria	11	16	22	29	53	189	400	634	928	924	823	771
South Africa	366	522	712	938	997	3,118	3,506	3,919	4,318	4,929	5,624	5,874
Tunisia	10	22	37	60	77	92	118	133	136	157	41	34

Source: Euromonitor International from trade sources/national statistics

Labour Statistics Table 19.8**Economically Active Population by Sex 2010***As stated*

	Total (‘000)	EAP as % Total Population	Males (‘000)	Males as % Total EAP	Females (‘000)	Females as % Total EAP
Algeria	10,880	30.7	9,004	82.8	1,876	17.2
Angola						
Benin	3,412	37.0	1,721	50.4	1,690	49.6
Botswana	718	36.3	371	51.6	348	48.4
Burkina Faso	8,130	49.9	4,111	50.6	4,019	49.4
Burundi						
Cameroon	8,406	42.1	4,296	51.1	4,109	48.9
Cape Verde	223	43.4	126	56.7	96	43.3
Central African Republic	1,924	42.7	1,058	55.0	867	45.0
Chad	5,276	45.9	2,727	51.7	2,549	48.3
Comoros						
Congo Dem Rep						
Congo-Brazzaville						
Côte d'Ivoire	8,078	37.5	5,042	62.4	3,036	37.6
Djibouti	379	43.1	215	56.8	164	43.2
Equatorial Guinea						
Eritrea						
Ethiopia	39,235	46.2	20,132	51.3	19,103	48.7
Gabon						
Gambia						
Ghana	11,436	47.0	5,612	49.1	5,824	50.9
Guinea	4,434	42.9	2,306	52.0	2,128	48.0
Guinea-Bissau						
Kenya	18,787	46.0	10,038	53.4	8,749	46.6
Lesotho						
Liberia						
Madagascar	11,017	54.7	5,597	50.8	5,420	49.2
Malawi	6,095	38.8	3,061	50.2	3,034	49.8
Mali	3,091	23.2	1,695	54.9	1,395	45.1
Mauritania						
Mauritius	554	42.7	353	63.8	200	36.2
Morocco	11,878	36.7	8,598	72.4	3,279	27.6
Mozambique	11,122	47.5	4,990	44.9	6,132	55.1
Namibia						
Niger	5,544	34.9	3,751	67.7	1,793	32.3
Nigeria	55,081	34.8	31,002	56.3	24,079	43.7
Réunion	361	43.1	194	53.7	167	46.3
Rwanda	5,569	54.2	2,505	45.0	3,063	55.0
Sao Tomé e Príncipe						
Senegal	3,583	27.9	2,110	58.9	1,473	41.1
Seychelles						
Sierra Leone	2,294	39.3	1,181	51.5	1,113	48.5
Somalia						
South Africa	18,373	36.4	9,946	54.1	8,427	45.9
Sudan	12,456	28.8	8,141	65.4	4,315	34.6
Swaziland						
Tanzania						
Togo	2,497	36.8	1,514	60.6	983	39.4
Tunisia	3,895	37.5	2,762	70.9	1,133	29.1
Uganda	12,235	36.2	6,042	49.4	6,193	50.6
Zambia	3,888	29.3	2,350	60.4	1,538	39.6
Zimbabwe	5,824	46.1	3,227	55.4	2,597	44.6

Source: International Labour Organisation/Euromonitor International