

African optimism continues to grow globally

Africa is no longer the 'dark continent' the rest of the world thought of. In fact Africa is now one of the continents where there is more optimism and positivity amongst its people than anywhere else in the world - with regards to consumer optimism and brand opportunities.

By [Mgorosi Mashilo](#) 16 Sep 2016



Mgorosi Mashilo

It is this very optimism that has sparked an interest from the rest of the world to see Africa in a different light than before. This is evident in the influx of international corporations and brands introducing their brands and services to the opportunity and potential that Africa has to offer.

Growing African opportunities

Whilst other markets around the world are already saturated, and almost everything from industry, products and services have been done. By contrast, there is still so much space for this to take place in Africa.

Africa is still a clear canvas for people and industries to produce and introduce many products and services within the market - opportunities are not saturated, and this unsaturation has also brewed a big movement towards entrepreneurship.

Entrepreneurship

Self-empowerment realisation - it is that individual's realisation that one's talents are just as good as anyone else's around the world. Therefore there is a growing realisation that Africans are just as good in creating products and services with the same quality, if not better, with respect to global expectations. Thus the next

for self-empowerment has been a critical element in building an even more optimistic African population. It's not only empowering themselves as individuals, but other Africans who have the same beliefs and ambitions. Conquering not just the African market, but the global economy as well.

As African optimism continues to grow will we see more and more Africans standing up to redefine not on their future but the African continent as a whole.

ABOUT THE AUTHOR

Mgorosi Mashilo is the founder and trend analyst at Trender Insights.

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