Deloitte.

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



Tiger Brands

Distell

Group









Pioneer Foods Group





Flour Mills of Nigeria



Nigerian **Breweries**



Astral Foods



Illovo Sugar



Top 10 fastest-growing (CAGR FY11-FY15)



South Cairo & Giza Mills & Bakeries



East Delta Flour Mills





UNIMER Group



Middle & West Delta Flour Mills



Illovo Sugar Malawi



Rhodes Food Group Holdings



Société d'Articles Hygiéniques



Edita Food Industries S.A.E.



Juhayna Food Industries

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





Collectively, Africa's Top 50 consumer products companies generated revenues of

US\$30bn in FY15



Average revenues of Top 10 US\$1.5bn **US\$2.6bn respectively**



Average revenues of Top 50

US\$605m

Beverage (alcoholic and non-alcoholic) & tobacco companies accounted for eight of the Top 10 most profitable companies



Average profitability of the Top 10 (by revenue) 6.7%



CAGR in average annual revenue (FY11-FY15)

3.5% in US\$, and 12.5% in local currencies

On average, the Top 50 companies had a profitability of 7.7%



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