




2025

Industry Trends

Insights from Africa's Business Leaders

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Top Industry Trends from TheBoardroom Africa's Network

In an era of rapid transformation, business leaders must stay ahead of the trends shaping industries and economies. At TheBoardroom Africa, we believe diverse leadership perspectives offer unique insights into the forces redefining business and society.

This **2025 Industry Trends Report** curates key insights from our network of senior professionals, executives, and board members, identifying the most pressing trends across **Financial Services, Sustainability & Climate, Industrial & Extractive Sectors, and Technology & Digital Transformation**.

Among the most frequently cited themes are **FinTech and Digital Finance**, reflecting Africa's ongoing shift toward **mobile-first banking, AI-driven financial solutions, and the rise of super apps** that integrate payments, lending, and wealth management. **Investment in AI and predictive analytics** is also accelerating, transforming decision-making across industries—from fraud detection in banking to automation in digital health and cybersecurity. Additionally, **sustainability and climate-conscious business practices** continue to shape corporate strategy, with a growing emphasis on green finance, supply chain localisation, and responsible mining practices.

These insights provide a strategic lens into emerging shifts, equipping leaders with the knowledge to anticipate challenges, seize opportunities, and drive meaningful impact in an increasingly complex and interconnected global landscape.

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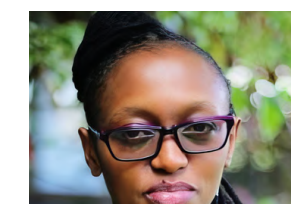
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Global Director, Digital Health
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Tourism

1. Tourism as Africa's Next Economic Growth Engine

Tourism is emerging as a powerful driver of Africa's economic growth, national identity, and sustainable development. Countries like Rwanda, where tourism contributes over 10% of GDP and is the leading foreign exchange earner, highlight the sector's potential. The African Continental Free Trade Area (AfCFTA) is set to accelerate this growth by facilitating intra-African travel, unlocking opportunities for regional tourism. Key enablers include simplifying visa policies, enhancing air connectivity, and developing integrated tourism packages to boost the currently low intra-African travel, which accounts for just 4% of the continent's tourism activity.

2. Nation Branding: Transforming Perception into Economic Prosperity

Effective nation branding is redefining how African countries position themselves globally. Rwanda's "Visit Rwanda" campaign serves as a case study in shifting perceptions—from historical struggles to a thriving, innovative, and sustainable tourism destination. Strategic hosting of international events and global partnerships have strengthened the country's economic position, proving that tourism is not just about attracting visitors but also enhancing diplomatic ties, foreign investment, and international reputation. More African nations are recognizing tourism as a powerful soft power tool to reshape narratives and drive prosperity.

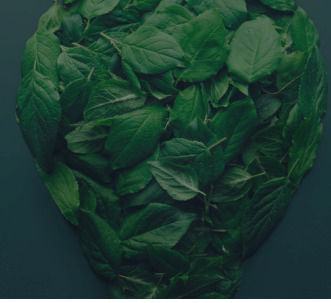


**MICHAELLA
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Global Council Member on Tourism
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3. Sustainable Tourism: The Intersection of Conservation and Community Empowerment

Sustainability is becoming a cornerstone of Africa's tourism strategy, with countries like Rwanda leading the way in balancing conservation and community development. By reinvesting 10% of tourism revenue into local projects—including education, healthcare, and infrastructure—Rwanda demonstrates how ethical travel can foster both economic and ecological benefits. As global travellers seek experiences aligned with sustainability values, Africa's ability to integrate responsible tourism with biodiversity protection and community empowerment presents a unique competitive advantage for long-term growth.



CECILIA KINUTHIA- NJENGA

Director Intergovernmental
Support and Collective Progress
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1. Leveraging Technology to Advance Climate Change Negotiations

Technology is now a cornerstone of modern climate diplomacy, enhancing multilateral negotiations and decision-making. The COVID-19 pandemic accelerated the shift to virtual platforms, enabling broader participation—particularly for stakeholders in remote and underrepresented regions. This shift has democratised climate negotiations, allowing smaller nations and diverse voices to have a stronger influence in global discussions. Additionally, artificial intelligence (AI) is emerging as a critical tool for analysing complex climate data and improving negotiation outcomes. As technology continues to evolve, its role in enhancing inclusivity and efficiency in climate action discussions will only expand.

2. Cultivating the Next Generation of Climate Negotiators

As climate challenges become more complex, there is a growing push to train the next generation of climate negotiators, with a strong emphasis on youth leadership and gender diversity. Mentorship programmes and capacity-building initiatives are equipping young professionals, particularly women, with the expertise needed to navigate international climate frameworks. By ensuring that diverse voices shape future negotiations, these efforts are fostering innovative, inclusive, and impactful climate solutions that reflect the needs of all stakeholders.

3. The Rise of Climate Action by Subnational Governments

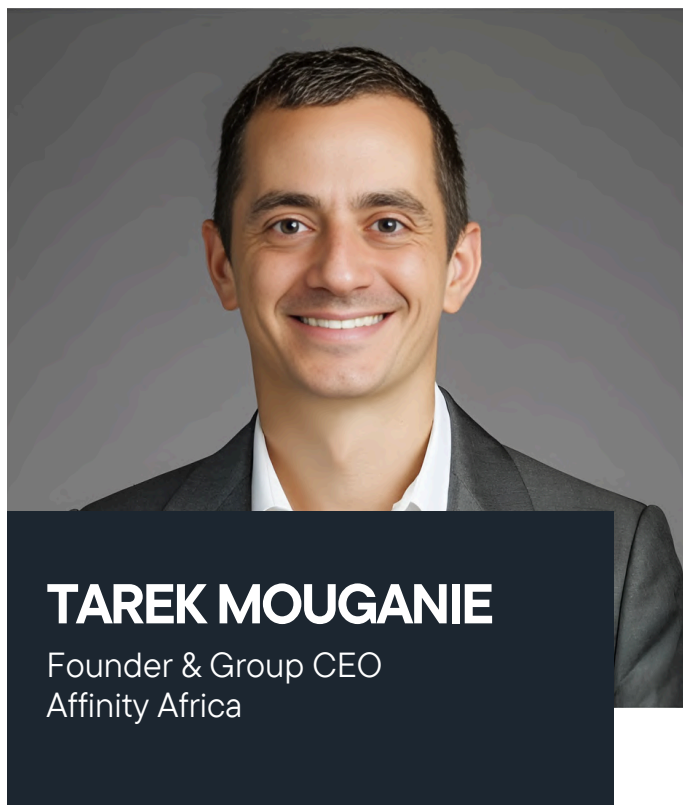
Cities and subnational governments are emerging as key drivers of climate action, complementing national policies with localised sustainability initiatives. Their growing participation in global climate dialogues, including the COP process, ensures that international agreements translate into tangible local impact. With greater autonomy and agility, local governments are pioneering innovative policies, accelerating sustainable transitions, and working alongside NGOs and community-led organisations to implement targeted environmental solutions. Their role is becoming increasingly critical in bridging global climate commitments with real-world progress.

1. Capital will Continue to Flow, but From Within

African venture capitalists are set to dominate fintech investment as global players shift their focus inward. This shift benefits the ecosystem, as local investors bring deep market knowledge and strategic insights that enhance the success of fintech startups. The sector will also see increased mergers and acquisitions (M&A), with well-funded growth-stage startups acquiring promising but cash-strapped fintechs to expand their offerings and diversify revenue streams. Additionally, Corporate Venture Capital is expected to rise as adjusted valuations make fintech investments more attractive to established corporations seeking exposure to innovation—whether through startup programs, LP commitments, or direct investments.

2. Profitability Over Pure Growth: A New Funding Reality

With less capital available, fintech startups will face greater pressure to demonstrate profitability, not just scalability. Fewer companies will secure funding, and those that do will encounter longer runways, lower valuations, and revised milestone expectations. While this environment presents challenges, it also fosters more disciplined growth strategies, particularly given Africa's vast, underpenetrated financial services market. The focus will shift from rapid expansion to sustainable business models, ensuring that companies build for long-term success rather than short-term hype.

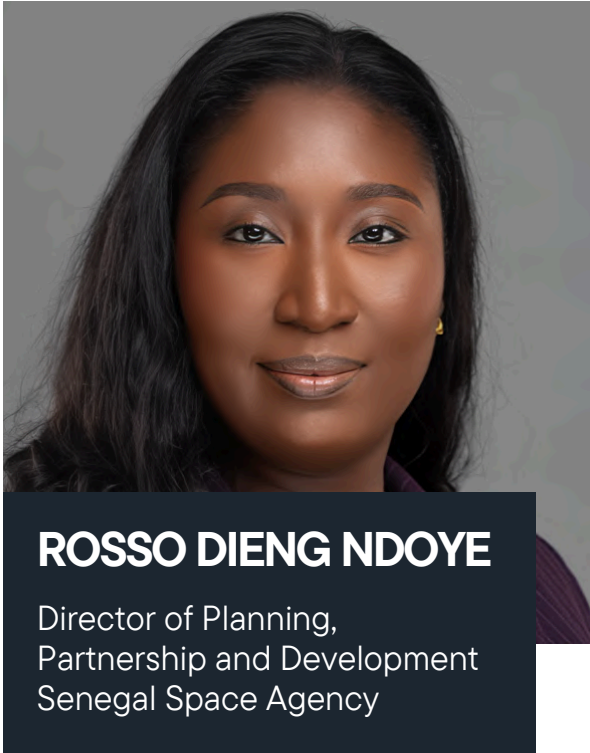


TAREK MOUGANIE

Founder & Group CEO
Affinity Africa

3. Smarter Capital, Localised Innovation, and Stronger Governance

Key global trends, such as AI, will continue shaping Africa's fintech landscape, but with a more localized and market-specific approach. Rather than replicating Western models (e.g., "the Amazon of Africa"), fintechs will develop context-driven solutions that address Africa's unique financial infrastructure and customer needs. This period of smarter capital allocation will also bring a greater emphasis on strong governance, enhancing resilience against market shocks. Additionally, there is hope that regulators will work more closely with fintech players to create an enabling environment for innovation and financial inclusion, fostering deeper collaboration between industry stakeholders and policymakers.



ROSSO DIENG NDOYE

Director of Planning,
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Senegal Space Agency

1. Building Africa's Next Generation of Space Leaders

As Africa's space ambitions expand, developing a skilled workforce is critical to sustaining growth. Advanced university education combined with modern laboratory facilities and hands-on technical training in satellite operations, data analytics and aerospace engineering will bridge existing knowledge gaps. Industry-academia partnerships will play a key role by providing internships, research funding, and direct industry exposure to ensure graduates are market-ready. Collaboration with global space agencies will further accelerate knowledge transfer. Additionally, emphasising gender diversity and entrepreneurship within the space sector Africa will develop a strong workforce leading to a competitive space industry which will establish the continent as a major global space economy participant.

2. Space Technologies Driving Sustainable Development

Space technology is addressing Africa's challenges in agriculture, climate resilience, and infrastructure. Satellite imagery enhances precision agriculture, optimising yields and resource use, while Earth observation improves disaster response and environmental monitoring. Satellite communication bridges the digital divide, enabling e-commerce, telemedicine, and education, and space-based navigation strengthens logistics and urban planning. Investing in these technologies will accelerate socio-economic growth, environmental protection, and climate resilience, driving sustainable development across the continent.

3. Unlocking Commercial Opportunities in the New Space Economy

Africa is rapidly expanding its role in the New Space economy, with growing investments in commercial satellite services, small satellite development, and ground infrastructure. Declining satellite costs are empowering African startups to create Earth observation, telecommunications, and navigation solutions tailored to local needs. Investments in ground stations and launch services present lucrative opportunities, with South Africa and Kenya emerging as key players. The rise of space data analytics is generating valuable insights across multiple sectors, creating new revenue streams and high-value employment opportunities. Strategic international partnerships will be crucial in helping African firms access global markets, attract investment, and establish a thriving commercial space industry.

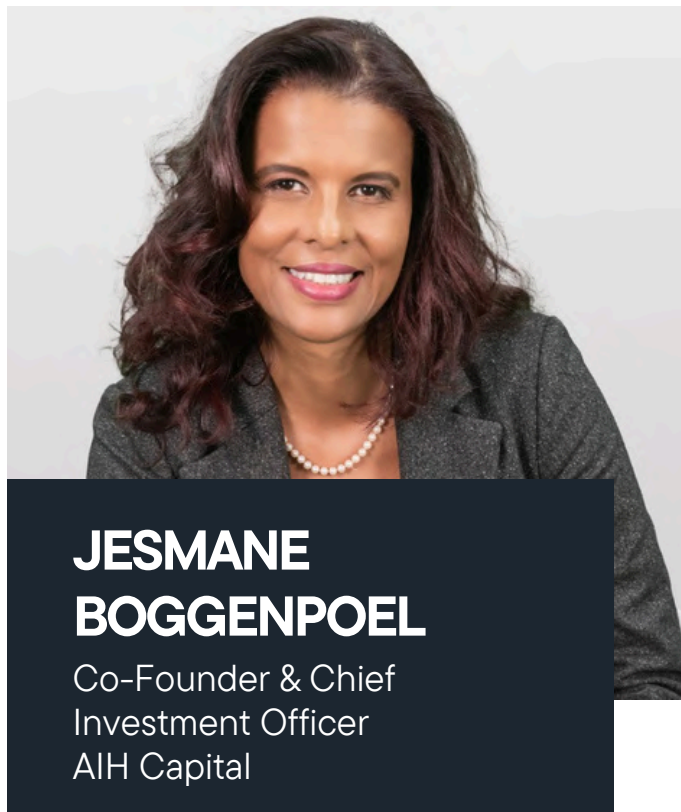
Private Equity

1. Delisting from Public Markets: A Path to Unlocking Value

Economic pressures and rising regulatory costs are prompting small-cap companies with low free float to exit public markets. Many of these firms trade at deep discounts, making private ownership a more attractive alternative. While delisting requires significant initial capital, it reduces ongoing compliance and transaction costs, improving profitability. However, execution risks remain, particularly in buying out minority shareholders at fair valuations while ensuring regulatory compliance. Increasingly, investors are combining delisting strategies with capital investment, acquiring minority stakes to unlock long-term value and drive operational efficiencies.

2. Supply Chain Localisation as a Strategic Investment Priority

The COVID-19 pandemic exposed supply chain vulnerabilities, pushing companies to increase working capital allocations and prioritise local sourcing. In response, multinationals and local firms are expanding operations in Africa to reduce dependency on global supply chains. The recent AIH Fund I investment in High Duty Castings (HDC) highlights this trend, as multinational clients seek local production partners to mitigate global shipping disruptions. Private equity investors are actively targeting businesses that strengthen regional supply chains, ensuring greater resilience, cost efficiency, and long-term sustainability.



**JESMANE
BOGGENPOEL**

Co-Founder & Chief
Investment Officer
AIH Capital

3. Technology-Driven Portfolio Growth

Technology is a critical enabler of business growth, driving operational efficiency, data optimisation, and customer engagement. Across industries, cloud computing, AI, and automation are becoming essential to productivity and competitive advantage. Investors are increasingly assessing how portfolio companies adopt and integrate modern technology to improve business resilience and scalability. As digital transformation accelerates, firms that leverage emerging technologies will be better positioned for sustained growth and investment attractiveness in the evolving private equity landscape.

Human Capital

SALARY



LINDIWE SEBESHO

Managing Director: Remchannel
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1. Pay Transparency and Wage Equity Gain Momentum

South Africa is taking significant steps toward wage transparency and equity, with regulatory changes driving this shift. Section 30A of the Companies Amendment Act, signed into law in July 2024 (but not yet effective), mandates publicly listed and state-owned entities to disclose wage gaps, including the ratio between top earners and the broader workforce. While some organisations see this as a compliance challenge, others view it as an opportunity to reinforce fair pay and economic participation. Forward-thinking employers are proactively disclosing their lowest salaries and incorporating living wages into their sustainability strategies, positioning wage equity as a key component of responsible business practices.

2. The Rise of Customised and AI-Driven Reward Structures

South African organisations are moving away from rigid compensation models toward personalised, flexible total reward structures. These evolving frameworks—encompassing salary, benefits, and variable pay—address diverse employee needs and support financial well-being at different life stages. AI-driven HR analytics are playing a crucial role in optimising pay strategies, enabling organisations to make data-driven decisions that enhance employee engagement and retention. Additionally, AI is streamlining benefits administration, making processes such as enrolment more efficient and responsive to workforce demands.

3. Salary Adjustments and Inflationary Pressures

The relationship between salary increases and inflation remains a key concern in South Africa's labour market. According to the Remchannel Salary and Wage Movements Survey, most companies in 2024 awarded salary increases averaging 5.99%, outpacing the Consumer Price Index (CPI). However, these increases were more conservative than in previous years, reflecting a cautious approach amid economic volatility. While employers strive to maintain competitive compensation, balancing salary growth with broader financial stability remains a central challenge in workforce planning.

4. Investment

1. Technology and Digital Transformation Driving Investment Growth

The rise of fintech, healthtech, agritech, and edtech is reshaping Africa's investment landscape, attracting substantial venture capital (VC) funding, with fintech alone accounting for over 50% of VC investments. A key trend is the emergence of angel investors, who are bridging the funding gap between ideation and institutional VC. Additionally, African corporations are establishing venture arms, investing in startups aligned with their industries to foster innovation while diversifying their portfolios.

2. Blended Finance Unlocking High-Impact Investments

Blended finance models—combining concessional capital with private equity—are driving investment in healthcare, energy, and infrastructure. These models help de-risk high-impact projects, making them more attractive to private investors. Increasingly, Corporate Social Responsibility (CSR) efforts are aligning with blended finance, directing investments toward projects that generate both financial returns and measurable social impact.



MARTIN WARIOBA

Managing Partner
Warioba Ventures

3. Rise of Pan-African Funds and Cross-Border Investments

Pan-African private equity (PE) and VC funds are gaining traction as investors seek diversified, multi-market opportunities. The African Continental Free Trade Area (AfCFTA) is streamlining cross-border trade and investment, encouraging African corporations and individual investors to act as anchor investors—bringing local credibility to attract global capital. Additionally, corporations are partnering with funds to provide operational support, market access, and distribution networks for portfolio companies, strengthening the investment ecosystem.

Digital Health



HILDAH NGONDOKI

Global Director, Digital Health
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1. Embracing Digital Health: The Shift Towards Tech-Driven Healthcare

Technology is transforming healthcare delivery, from frontline workers to hospital administrators. Mobile apps track patient data, AI assists in diagnostics, and pharmacists use online platforms for medication management. Increasingly, patients are booking appointments online, using wearables, and seeking virtual medical advice. To enhance efficiency and improve patient outcomes, healthcare professionals must adopt digital tools, integrating AI-driven systems, telemedicine, and mobile health applications into their practice. Staying competitive requires continuous learning, as digital innovation reshapes modern healthcare.

2. Scaling Healthcare Through Africa's Digital Transformation

African governments are accelerating digital health adoption to address healthcare accessibility and workforce shortages. National strategies are expanding mobile health (mHealth), electronic health records (EHRs), AI-powered diagnostics, and telemedicine, enabling remote patient care and real-time health monitoring. These innovations enhance healthcare delivery in low-resource settings, allowing health workers to leverage mobile tools and AI-driven insights. However, challenges remain, including data security risks, infrastructure gaps, and regulatory hurdles. To sustain progress, governments must invest in digital infrastructure, workforce training, and patient data privacy protections, ensuring equitable access to quality healthcare.

3. The Power of Wearable Technology in Disease Management

Wearable health technology is revolutionising disease management, particularly for chronic conditions like diabetes. AI-powered continuous glucose monitors (CGMs) provide real-time tracking, predictive insights, and personalised health recommendations. Beyond chronic care, wearables are gaining traction among health-conscious individuals and athletes, optimising diet, fitness, and performance based on real-time biometric data. However, concerns around privacy, accessibility, and over-monitoring anxiety remain. As technology advances, wearable devices will play a central role in personalised, preventive healthcare, making treatment more proactive and data-driven.

Development Finance

1. Strengthening Local Currency Financing for Economic Stability

African economies are increasingly shifting towards local currency financing to reduce dependence on foreign exchange volatility. Development finance institutions (DFIs) and governments are raising funds in local currencies to support infrastructure and social programs, stabilising capital flows and strengthening domestic financial markets. As global interest rates rise and economic uncertainty grows, expanding local currency financing is becoming essential for economic resilience and sustainable development, reducing reliance on foreign debt and fostering greater financial independence.

2. Green Finance as a Growth Driver

With climate change posing significant economic risks, Africa is prioritising green finance to invest in renewable energy, sustainable agriculture, and climate-resilient infrastructure. Initiatives like the African Development Bank's Green Climate Fund are mobilising capital for sustainable projects, while green bonds attract impact-driven investors. This shift underscores sustainability as a key driver of long-term growth. Despite contributing less than 4% of global carbon emissions, Africa is the most affected by climate change, with 7 of the 10 most impacted countries on the continent. This makes climate adaptation a priority for DFIs like Afreximbank in supporting African nations.



GWEN MWABA

Managing Director, Trade Finance
& Correspondent Banking
African Export-Import Bank

3. Digital Finance and Fintech Innovation Expanding Financial Access

The rapid rise of digital finance is transforming development finance in Africa, making capital more accessible and efficient. Fintech innovations, including mobile payment systems, micro-lending platforms, and digital banking services, are improving financial inclusion—especially for small and medium-sized enterprises (SMEs) and underserved populations. By streamlining transactions and reducing barriers to access, fintech is accelerating economic growth, ensuring that more businesses and individuals can participate in Africa's financial ecosystem.



LUDVINE GUTH

Principle Managing Partner
Africa Extractive Partners

1. Increase of Local Content Policies

The extractive industries in Africa, particularly in the mining sector, are increasingly focusing on skills management and diversity as they strive to enhance local content. This shift is not only aimed at improving economic outcomes for local communities but also at fostering sustainable development across the continent. Many African nations are revising their mining codes to emphasise local content, which refers to the inclusion of local goods, services, and labour in mining operations. This approach aims to create jobs and stimulate local economies, addressing the historical trend of foreign companies dominating the sector without significant local benefits. The transfer of skills from foreign companies to local workers is crucial for long-term sustainability.

2. New Positions Created To Meet ESG Expectations

With the growing emphasis on sustainability, mining companies are increasingly expected to meet stringent Environmental, Social, and Governance (ESG) standards. This shift has led to the creation of specialized roles such as sustainability consultants, mine waste management experts, and carbon emissions analysts. These professionals are tasked with reducing greenhouse gas emissions, managing waste, and restoring ecosystems post-mining. Companies like BHP and Rio Tinto are actively pursuing ESG strategies to align with global net-zero goals. Additionally, the demand for transparent ESG reporting and innovative solutions like renewable energy integration is driving the need for skilled labour within the industry.

3. Advancing Inclusion and Gender Diversity

There is a growing recognition of the need for inclusive practices within the extractive industries. This includes ensuring that marginalised groups, particularly women and youth, have access to employment opportunities and skills training in mining-related fields. This not only improves employability but also helps in creating a skilled workforce that can meet the demands of modern mining operations. The recruitment of women is undergoing significant evolution, as companies increasingly recognise the importance of gender diversity. This trend is driven by a combination of advocacy for gender equality, economic necessity, and the need for sustainable practices in mining operations.

Banking



1. Operational Resilience: Agility Over Stability

Ghana's debt restructuring and fintech competition are reshaping banking resilience, shifting the focus from risk minimisation to agility and adaptability. Traditional defensive strategies are giving way to real-time risk monitoring, liquidity planning, and digital-first business models. Banks that embrace automation and predictive analytics will respond faster to market shifts, regulatory changes, and customer demands. As financial markets evolve, long-term stability will depend on adaptability, with technology-driven agility becoming a defining trait of industry leaders.

2. Revenue Growth: Beyond Traditional Lending

Fintechs are disrupting traditional banking models, offering faster, more accessible digital services. Banks that rely solely on loan book expansion and transaction fees risk falling behind. The future of banking lies in diversification, including digital financial services, fintech partnerships, and hyper-personalised banking solutions. By leveraging data-driven insights, banks can develop innovative financial products that align with evolving customer expectations. Those that embrace fintech collaborations and alternative revenue models will drive sustainable growth in an increasingly digital and competitive market.



**FRANK KWABENA
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Chief Financial Officer
Prudential Bank Limited

3. Cost Management: Smarter Spending, Not Just Cuts

Banking efficiency is no longer about cutting costs—it's about spending smarter. Short-term cost reductions can hinder growth, so leading banks are investing in automation, workforce optimisation, and shared service models to improve efficiency without sacrificing innovation. Scalable technology and digital transformation will be critical in reducing expenses while maintaining profitability. In 2025, the most competitive banks will be those that prioritise operational efficiency while sustaining innovation and customer experience.

Risk & Compliance



ASMA ELWAKEEL

Head of Corporate
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1. Cyber Resilience as a Core Pillar of Business Continuity

As cyber threats grow more sophisticated, integrating cybersecurity into business continuity planning (BCP) is no longer optional. Organisations must embed cyber resilience into strategic decisions, enhance incident response plans, and maintain continuous threat monitoring. Generative AI is both a tool and a risk—while businesses use AI to bolster defences, cybercriminals exploit it for advanced phishing and ransomware attacks. Executives are increasingly being targeted, necessitating robust recovery plans. With cybercrime costs projected to reach \$12 trillion by 2025, regulatory scrutiny is intensifying, requiring businesses to implement comprehensive security measures to ensure compliance and resilience.

2. AI-Powered, Data-Driven Crisis Preparedness

AI-driven insights are revolutionising risk assessment, helping organisations identify vulnerabilities early and respond swiftly. However, data silos and inconsistent formats hinder AI's accuracy in crisis preparedness. Chief Data and Analytics Officers (CDAOs) are playing a critical role in aligning data strategies with resilience efforts, ensuring seamless integration of AI and human decision-making. By leveraging predictive analytics, businesses can enhance response times, optimise resource allocation, and strengthen operational resilience against emerging threats.

3. Proactive Risk Management and Quantum-Secure Strategies

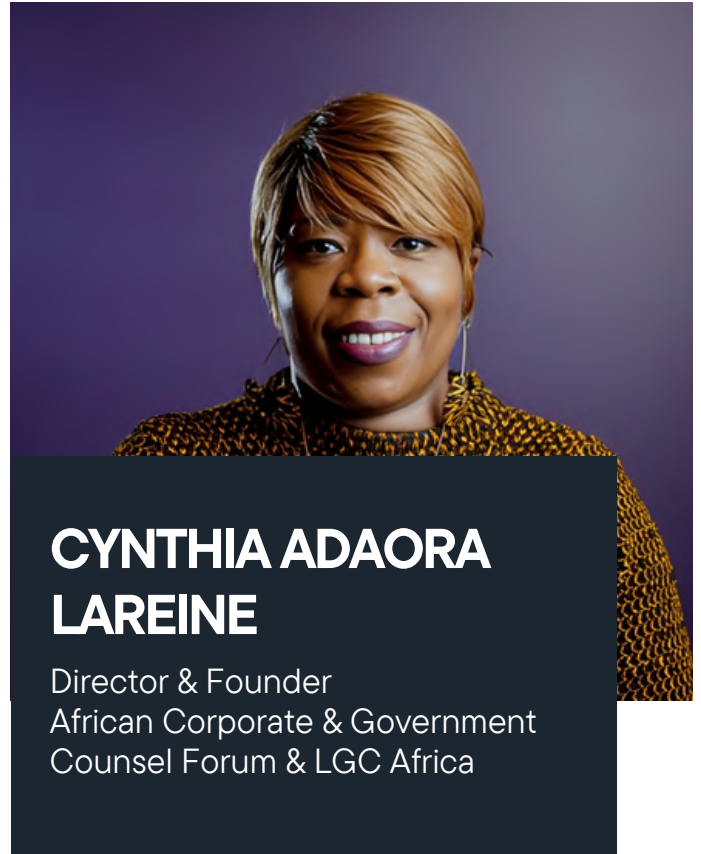
Business continuity planning is evolving from reactive to proactive risk management, emphasising continuous monitoring, scenario-based testing, and predictive security measures. Organisations are adopting structured risk assessment tools to mitigate potential disruptions before they occur. Post-quantum cryptography is gaining attention as quantum computing advances, threatening traditional encryption and pushing businesses toward quantum-resistant security systems. The rising frequency of ransomware attacks is also reinforcing the need for secure backup and recovery strategies. By prioritising proactive security frameworks, businesses can mitigate financial and operational risks, ensuring long-term resilience in an unpredictable cybersecurity landscape.

1. AfCFTA Driving Legal Sector Consolidation and Competition

AfCFTA is transforming Africa's legal sector, accelerating the demand for regional expertise as cross-border trade expands. Law firms, which have long engaged in consolidation and alliances, are strengthening pan-African networks to enhance service delivery in key industries like trade, energy, and technology. Meanwhile, global firms are deepening their presence in African markets, bringing financial strength and intensifying competition. While these partnerships offer local firms access to global networks and training, they also risk overshadowing smaller players. To remain competitive, African law firms must balance collaboration with autonomy, ensuring they shape—not just participate in—this evolving legal landscape.

2. Africa's Opportunity to Lead in Ethical AI Governance

As AI transforms industries, Africa has a unique opportunity to develop ethical governance frameworks tailored to its diverse legal, economic, and cultural contexts. Unlike Europe's stringent regulations or the U.S.'s fragmented policies, Africa can pioneer inclusive AI governance that integrates local languages, legal systems, and societal values. In-house legal teams are playing a crucial role in balancing innovation with regulatory safeguards, ensuring that AI adoption aligns with ethical standards. Just as Nigeria's fintech success proved Africa can lead in digital transformation, legal professionals across the continent can set a global benchmark for responsible AI governance.



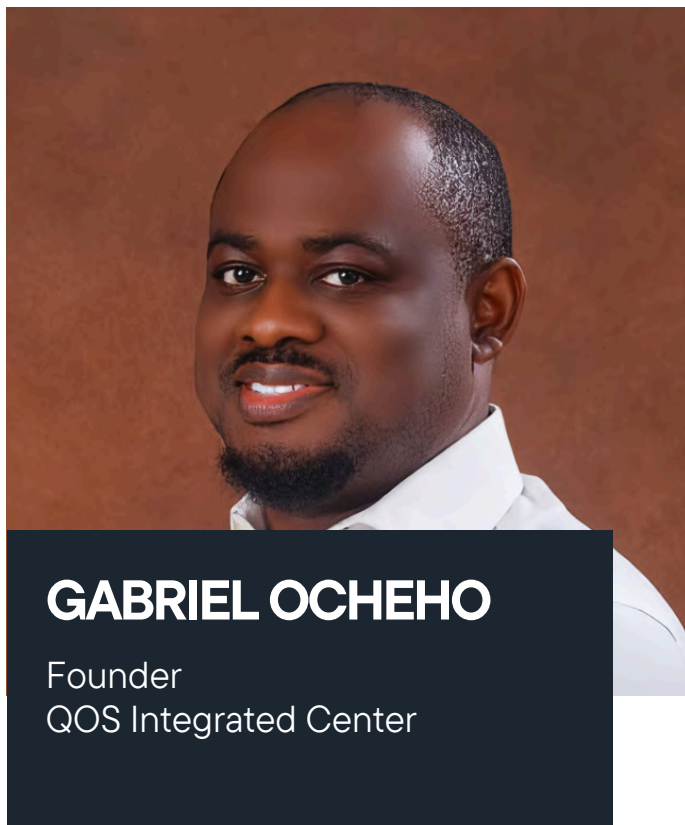
**CYNTHIA ADAORA
LAREINE**

Director & Founder
African Corporate & Government
Counsel Forum & LGC Africa

3. In-House Counsel as Strategic Business Enablers

The role of in-house legal teams in Africa is evolving from compliance enforcers to strategic business advisors. As companies navigate ESG frameworks, cross-border trade agreements, and regulatory complexity, legal teams are driving transformation rather than just mitigating risk. AfCFTA is expanding opportunities, making in-house counsel critical for market entry, compliance, and risk management. Their expertise in navigating trade policies and regulatory shifts is enhancing business resilience. As legal functions become integrated into corporate strategy, in-house teams are shaping growth, sustainability, and competitive advantage in African businesses.

Digital Finance



GABRIEL OCHEHO

Founder
QOS Integrated Center

1. Traditional Banking Meets Fintech Innovation

Collaboration between traditional banks and fintechs is redefining Africa's financial landscape, merging banking security with fintech agility. Banks are integrating AI-driven credit scoring, microloans, and virtual cards to expand financial inclusion, while fintechs are acquiring microfinance licences to scale their services. A rising trend is the emergence of bank-owned fintech subsidiaries, as seen in Nigeria's Stanbic IBTC, GTCO, and Zenith Bank, which are leveraging AI-powered customer service, digital payments, and advanced analytics. These strategic partnerships enable banks to remain competitive in an evolving digital finance ecosystem.

2. The Surge in Contactless Payments

Contactless payments are accelerating financial transactions across Africa, offering speed, convenience, and security. NFC-enabled cards, mobile wallets, and QR codes are reducing cash dependence, with fintechs like Flutterwave and Moniepoint integrating tap-and-pay NFC features, while Orange Money and MTN MoMo drive QR-based transactions in Francophone Africa. Beyond retail, public transportation systems are adopting contactless fare payments, such as Nigeria's Cowry system, which allows commuters to pay for buses, trains, and ferries with a simple tap. As financial institutions expand these solutions, contactless payments are set to become the new standard across Africa.

3. The Rise of Super Apps in Digital Finance

Super apps are transforming Africa's digital finance landscape, consolidating multiple services into a single, all-in-one platform. Originally popularised in Asia, this model is now gaining traction across Africa, led by fintechs and banks. In Nigeria, JumiaPay integrates payments, e-commerce, and service bookings, while Stanbic IBTC's super app offers banking, investment, insurance, and pension management. In Francophone Africa, Gozem has evolved from a mobility platform to include financial services and e-commerce. By offering a seamless financial ecosystem, super apps are enhancing customer engagement and redefining digital financial services across the continent.

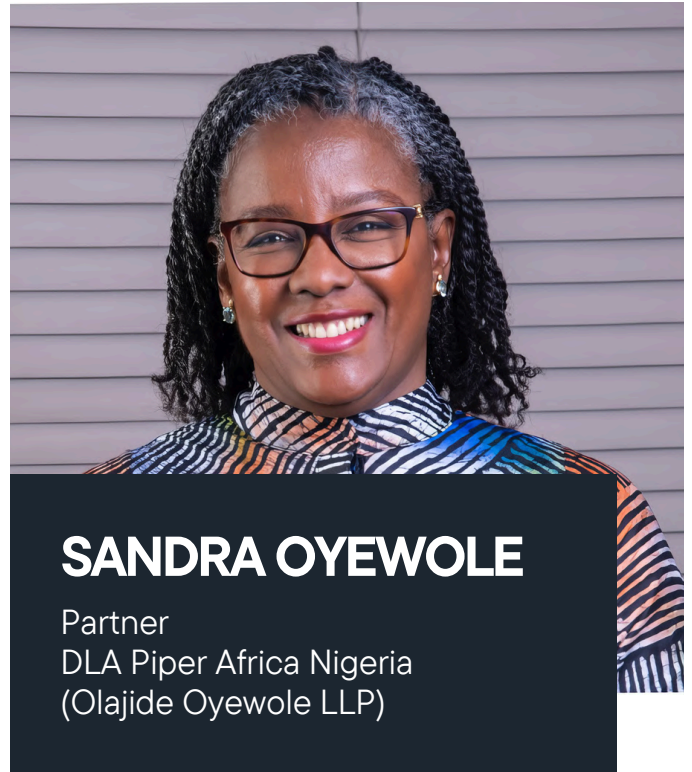
Technology & Digital Economy

1. Strengthening Intellectual Property for Africa's Innovation Growth

Intellectual property (IP) is a key driver of innovation, technology, and Africa's 4th Industrial Revolution (4IR). To unlock its full potential, African nations must strengthen IP policies, integrate them into national development strategies, and foster multi-stakeholder collaboration. The African Continental Free Trade Area (AfCFTA) and the African Union Continental Strategy on Artificial Intelligence are shaping economic integration and technological progress. A robust IP ecosystem will not only protect local innovation but also position Africa as a competitive player in the global knowledge economy, encouraging investment in research, digital transformation, and high-value industries.

2. Cybersecurity as a Strategic Business Imperative

With digital transformation accelerating across industries, cyber risks have become a critical business concern rather than just an IT issue. Boards and leadership teams must prioritise cybersecurity governance, ensuring the development of robust security frameworks, proactive incident response plans, scenario testing, and continuous staff training. As cyber threats evolve, businesses that embed cyber resilience into corporate strategy will mitigate risks more effectively and maintain stakeholder trust. Regulatory frameworks around data protection and AI-driven security risks will play an increasing role in shaping Africa's digital economy.



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Partner
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3. AI, 5G, and Cybersecurity Driving Africa's Next Growth Wave

According to the DLA Piper Tech Index 2024, AI, 5G, and cybersecurity are driving Africa's technology-led growth, with 61% of businesses citing 5G, 57% AI, and 56% cybersecurity as key enablers of future expansion. AI adoption is particularly transformative, with 68% of organisations considering it essential over the next five years. However, regulatory compliance and data privacy concerns remain significant barriers, alongside growing apprehensions about AI-driven job displacement, a concern more pronounced in Africa than the global average. Despite these challenges, businesses increasingly see AI as a catalyst for economic development, driving investments in automation, predictive analytics, and digital infrastructure.

Financial Services



ELINA KAMBA

Founder & Lead Consultant
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1. AI & Predictive Analytics Powering Smarter Finance

AI and predictive analytics are transforming financial services, enhancing fraud detection, lending decisions, and customer service. AI-powered systems analyse transactions in real-time, detecting fraud and reducing financial crime. In lending, AI is expanding financial access by assessing cash flow patterns and social interactions, going beyond traditional credit scores. AI-driven chatbots and virtual advisors are improving efficiency while reducing operational costs. Institutions that go beyond automation to proactive, insight-driven decision-making will lead Africa's financial future, making digital finance smarter, more secure, and more accessible.

2. The Shift to Self-Service & Digital Transactions

Africa's financial sector is rapidly transitioning from branch-based banking to mobile-first, self-service solutions. Mobile money platforms like M-Pesa, MTN MoMo, and Airtel Money have revolutionised financial inclusion, enabling millions to transact without traditional bank accounts. Digital wallets, USSD banking, and AI-driven chatbots are enhancing efficiency, shifting financial roles from routine transactions to wealth management and investment advisory. However, digital literacy and trust remain key challenges, as concerns over fraud keep some customers reliant on in-person services. Institutions that successfully balance digital convenience with personal trust-building will define the future of Africa's financial landscape.

3. Customer Experience as the Key Competitive Advantage

With financial products becoming increasingly similar, customer experience is now the ultimate differentiator. African consumers expect personalised, seamless interactions across multiple channels. AI and advanced analytics enable banks and fintechs to offer tailored financial solutions, from loans to insurance, using alternative credit scoring models based on mobile usage and transaction history. The rise of omnichannel banking—integrating mobile apps, USSD, WhatsApp banking, and in-person services—ensures a consistent and frictionless experience. The financial institutions that master hyper-personalisation will emerge as market leaders, prioritising customer engagement and trust over interest rates.



Future Outlook

As Africa's business landscape evolves, the trends shaping 2025 reflect a continent embracing technology, sustainability, financial innovation, and regional collaboration. Digital finance and fintech continue to disrupt traditional banking, with AI-powered solutions, super apps, and contactless payments redefining financial inclusion. Artificial intelligence, cybersecurity, and 5G are also accelerating digital transformation across industries, from financial services and healthcare to risk management and governance.

At the same time, sustainability and localisation are becoming critical priorities. Green finance, supply chain localisation, and ESG-driven business models are gaining traction, reflecting the growing importance of responsible investment and climate-conscious decision-making. The African Continental Free Trade Area (AfCFTA) is also fostering deeper regional integration, creating new opportunities for cross-border trade and investment.

These trends highlight a future where resilience, adaptability, and innovation will define business success. Companies that embrace technological advancements, sustainability, strong governance, and inclusive leadership will be best positioned to navigate uncertainty, drive growth, and create lasting impact in Africa's dynamic economic environment.



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