Trends and Opportunities for Businesses in Africa in 2023

In 2023, Africa needs an economic turnaround after the COVID-19 pandemic disruptions and the war in Ukraine. These two events have caused global economic shocks, with Africa being among the most affected continents. However, where great challenges lie, great opportunities are presented. Many businesses are looking forward to major turnarounds, making their models more resilient to future shocks. Business can leverage numerous trends and opportunities to improve their best practices, which can be informed by gaps in their and related industries. These trends create a new and improved way of doing business and provide opportunities that help their growth.