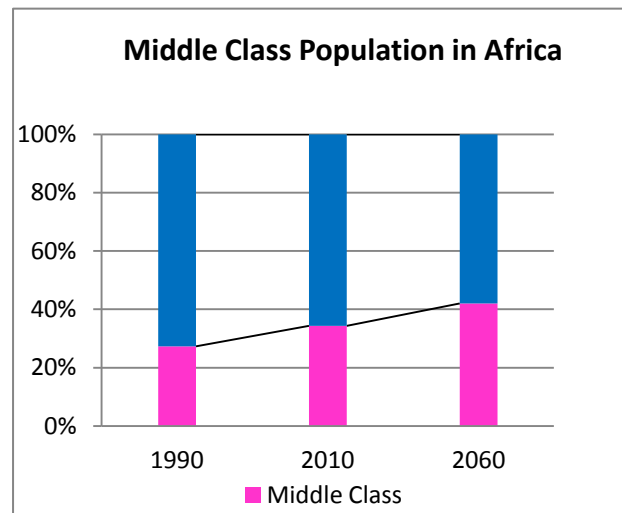




The African middle class is now the same size as China's and is expected to exceed 1 billion by 2040

In 2010, the African middle class (313 million) was roughly the same size as its Indian and Chinese counterparts. By 2060, the number of middle-class Africans will grow to 1.1 billion (42% of the predicted population).



Consumer spending represented more than 60 percent of Sub-Saharan Africa's economic growth in 2012. Africa is experiencing a boom in consumer spending, which is set to rise to 1.4 trillion USD by 2020.

