MARKET INTELLIGENCE

INSIGHTS KEYS TO CONSIDER IN YOUR STRATEGIC THINKING

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MAURITIUS
INDIAN OCEAN

KANTAR TNS.

1 ECONOMIC

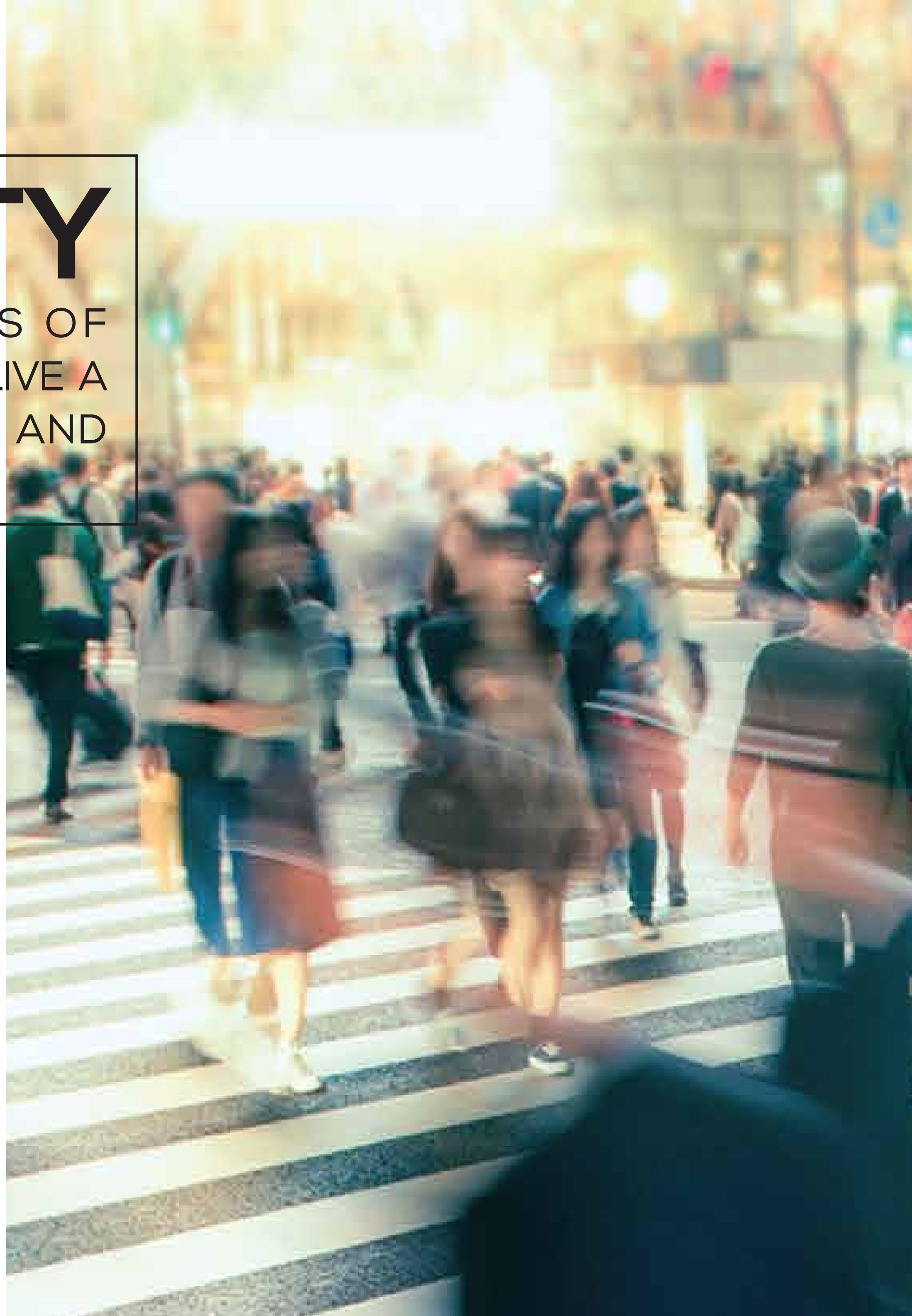
ALL SOCIO-PROFESSIONAL CATEGORIES HAVE MULTIPLIED THEIR INCOME BY MORE THAN TWO IN THE PAST TEN YEARS

While most household revenues have increased as a whole, there are some significant differences persisting. The most significant rise concerns households with the highest socio-professional category, where their revenue has multiplied by 2,6 and that of lower socio-professional category (multiplied by 2,5). Although these socio-economic classes have improved their revenue practically in the same proportion, there is a gap of 321% between the revenue of a higher socio-professional category and that of lower socio-economic category. Even though incomes of Mauritians are increasing, the gap between the different socio-economic categories is widening, thus generating two-speed consumption.

The challenge is therefore, to propose an array of quality products with a broad range of price in order to reconcile this dichotomous society.

2 SOCIETY

THE MAJOR GOALS OF MAURITIANS ARE TO LIVE A COMFORTABLE LIVE AND ACHIEVE HAPPINESS



Over the generations, there are hardly any differences in the values* of Mauritians. They seek mainly for happiness, a comfortable life and a world at peace. However, while the most mature (gen BB, over 57 years) look for happiness first and have as 4th most important value self-respect, it is as from generation Y (23 – 39 years) that things change. The Millennials have indeed as first value "to have a comfortable life" and the pleasure as 4th value. The sense of accomplishment is also particularly significant for this generation. The new generations seek for self-fulfilment and recognition; they seek for happiness through material symbols. It is a generation that works and intends to have fun, whether in outings or consumption.

The challenge is to propose products, services, consumption venues contributing to the personal fulfilment and recognition of the Mauritian Shopper.

* By values, we mean the main goals of existence as defined by M. Rokeach (1968)

RETAIL

1 OUT OF 3 MAURITIANS IS A SHOPPING EXPERT AND 1 OUT OF 4 MAURITIANS IS AN EPICURIAN

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Shopping experts are involved in their purchases, they experience shopping as a therapy while seeking for variety and innovation. People go to them for advice as they are opinion leaders, are engaged and share their point of views. Epicureans enjoy going out for a night in the centre of the island and every occasion is an opportunity to go to the restaurant or meet up for drinks. They don't hesitate to spend a considerable amount on a good wine. A significant part of expressionists is found among the young generations (Gen Z, less than 23 years), to whom consumption is a means of expressing their personality. If the product is suitable, price is regarded as secondary. They are loyal and like being recognized for their brand engagement. These trends confirm the idea that consumption is experienced as a leisure in Mauritius, with 15% of Mauritians agreeing that it is their primary leisure.

The challenge, therefore, is to rethink about places of consumption in terms of pleasure, entertainment and experiences.

4 REAL ESTATE

HOUSES WITH A GARDEN IN THE CENTRAL REGION ARE PREFERRED BY THE MAURITIANS

The proportion of Mauritians living in an apartment is less than 5%. Houses, whether ground or first floor, is the Mauritian model. 8 out of 10 Mauritians enjoy their own private garden and the main discomfort related to housing is the heat. Mauritians would also like to have more outdoor space and improvements, mostly in terms of amenities rather than structural issues. The ideal house is usually one in town although there are a rising number of Millennials who would prefer a house in the rural region. Apartments in urban areas are more appealing to the younger generation Z. In terms of housing, there are specific products suited for various life stage. Despite being attractive to the younger generation, apartments are not considered as a long-term residence, it is mostly seen as a financial security or investment.

The challenge is to rethink real estate products in terms of generations and needs linked to life stage from short to long term.

5 BANKING & INSURANCE

MARKETS THAT ARE NOT MATURE YET WITH NUMEROUS DEVELOPMENT OPPORTUNITIES

A clear majority of Mauritians use banking services, most having a current or savings account. Other banking products are not widely used. The penetration rate of housing loan, car or personal loans is less than 10%. It is almost 7 out of 10 Mauritians who owns a debit card, which is a classic payment card for most of them. It is rather man of higher socio-professional category who owns a credit card, this represents at least 15% of card holders. The same statement is observed for the insurance market. 4 out of 10 Mauritian have subscribed to an insurance product, of which the most wide-spread is car insurance. The other products remain trivial. It is the Millennials from higher socio-professional category who are most open to insurance products.

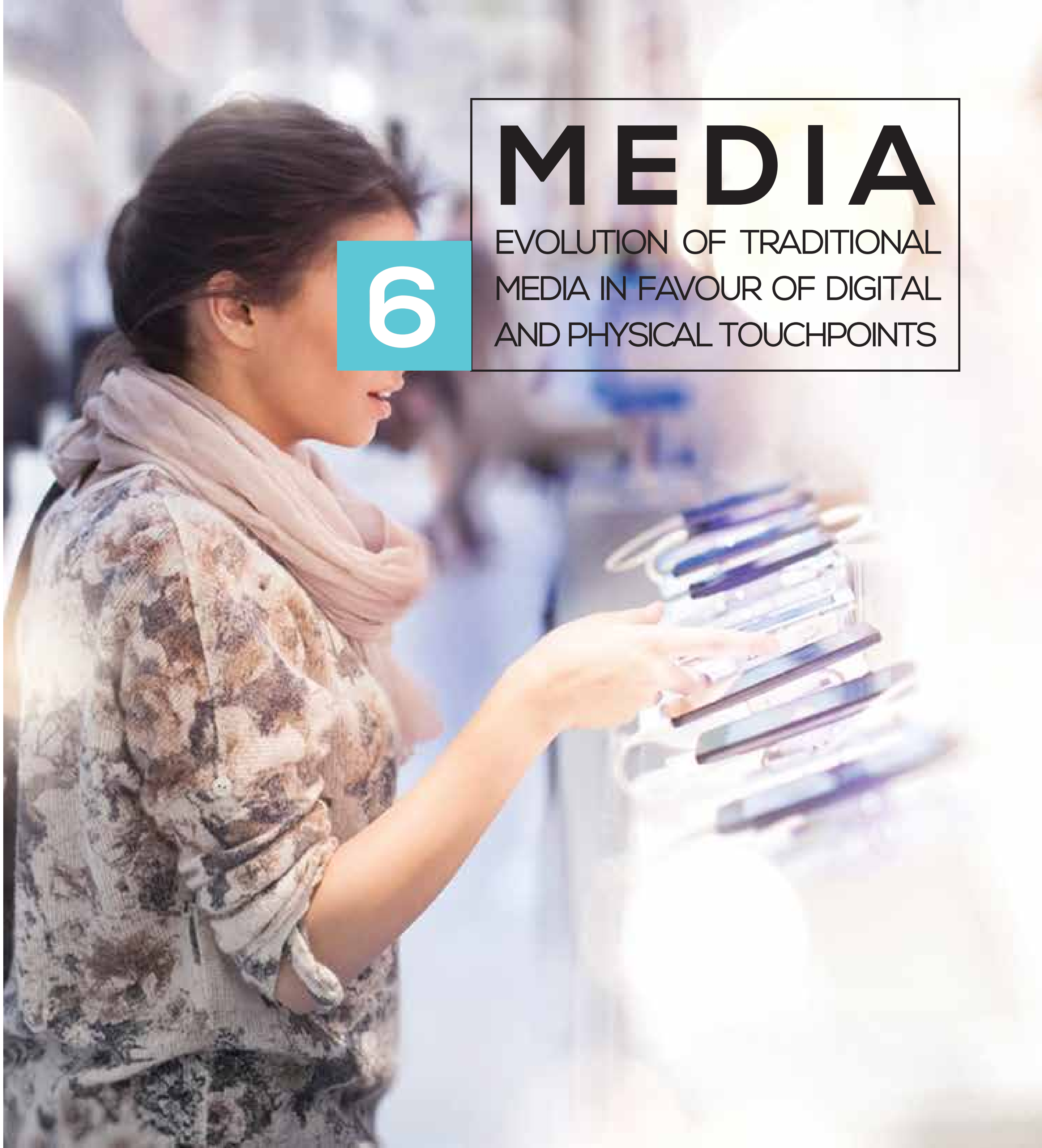
The challenge is to propose a range of product suited to the new Mauritian lifestyle and their life stage.

6 MEDIA

EVOLUTION OF TRADITIONAL MEDIA IN FAVOUR OF DIGITAL AND PHYSICAL TOUCHPOINTS

Media consumption among Mauritians has evolved over the last few years in respect to new consumption behaviours. Although traditional media seems to be losing ground, they remain a strategic choice in sharp targeting campaigns. While press has lost nearly 20 points in reach in the last 10 years, it still remains strong among the higher SEC, especially among the core target represented by Urban Millennials from the SEC+. The best reach is attained by weekend newspapers and publications. Radio is still an effective traditional media, but repetition during morning time slots on Radio Plus and Radio One is strongly required. Urban Millennials have largely abandoned television in favour of digital media, with 8 out of 10 owning a smartphone and 7 out of 10 being connected. Their main touchpoint is the supermarket, which is regularly visited by nearly 9,5 out of 10 Millennials. These new trends have had a significant impact on media planning, which now has to be executed according to the relevant touchpoints of the consumer, and not the traditional offline / online.

The challenge, today, is identifying the opportunities for information for our target according to the different touchpoints.



TOURISM 7

TRAVEL AND HOLIDAYS, CONCEPTS STILL MARGINAL FOR MAURITIANS

In 2017, only 22% of Mauritians went on holidays, meaning a period of more than one week of vacation. The main reason for not taking a vacation, is not feeling the need to. We can thus deduct that extended holidays have yet to become a custom. Travelling is even less popular with only 11% having travelled once during the year. The main destination for Mauritians is Rodrigues, which can seem surprising due to the face that shopping is the primary activity sought by Mauritians while travelling. The success of this destination is explained by promotional campaigns and packages suited to the Mauritian wallet, thereby confirming the market potential.

The challenge is to make travelling accessible to Mauritians by bringing forward packages that reduce price barrier.

8 HUMAN RESOURCES

MAURITIANS ARE NOT "WORK ADDICT "

More than one third of the active population does not work during weekends. 2 out of 5 Mauritians work between 39 to 48 hours per week, while a third of the active population works less than 39 hours per week. It is 7 out of 10 persons that do not work overtime and the rest works between 1 to 9 hours overtime weekly. This concerns mainly workers from generation Y and higher socio-professional category. Generally, work pace is slowing down. In fact, 15% of the active population acknowledges working fewer hours than intended during the week. For most of working Mauritians, the ideal working week should be less than 39 hours and less than 7 hours daily. And this is particularly true for the young people of Generation Z.

The challenge is to optimise the effectiveness of employees in reduced working hours or even to evolve towards a more flexible and digital work approach to manage time according to one's occupations.

CONTACT

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