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Consumer Countries/Markets

Nigerians popping French bubbly

Nigerians do love French champagne, to be certain. Data shows Nigeria ranks just outside the world’s top 20. Nigeria is the top importer in Africa with recorded sales of 1.1 million bottles in 2014.

The top three countries on are the UK (around 34 million bottles), the US (19 million bottles) and Germany (around 13 million bottles).

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How big is South Africa’s black middle class?

A United Nations (UN) article put the country’s black middle class at 4.2 million citizens in 2012, just over 50%.

A new report from the South African Institute of Race Relations (IRR) warns that, while the black middle class in South Africa has expanded quickly, it may now slow because of the fragility of the local economy.

The IRR report comes amid growing unemployment, stagnant economic activity, and rising interest rates.

The IRR said its report relied on indicators ranging from household spending levels to workplace seniority, educational levels, medical insurance cover, internet usage, property ownership, banking patterns, and appliance ownership.

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Global Trends - Wine Industry Key Elements

Marketing: Why Companies Need Their Customers to ‘Love’ Them
Everyone today realizes the importance of digital technology and social media.

Traditional companies are very focused on whether or not customers are loyal to them, but they rarely consider how loyal they are to their customers.

For those organizations that take a new perspective and build genuine and mutual relationships with each customer, it is a win-win situation. These organizations move their customers along the spectrum of affinity from “transactors” — who have no relationship beyond the purchase, to “supporters” — who regularly interact with the firm, to “promoters” — who share their enthusiasm for the brand with friends and family, to “co-creators” — who actually feel that they are partners with the organization.

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