

THE SBM JOLLOF INDEX, Q1 2024



CRISIS

AT THE

TABLE

APRIL 2024






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Our researchers employed one-on-one interviews, desk research and polling to collate the available data. Our editors sifted through the data and prepared the report, using various proprietary tools to fact-check and copy-edit the information gathered.

Our publicly released reports are formatted for easy and quick reading and may not necessarily contain all the data that SB Morgen gathered during a given survey. Complete datasets can be made available on request.

All forecasts were built using data from a variety of sources. A baseline of accurate and comprehensive historical data is collected from respondents and publicly-available information, including from regulators, trade associations, research partners, newspapers and government agencies.

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Introduction

Severe food crises remain a concern in West Africa, especially the English-speaking countries. Nigeria, Ghana, Liberia, Sierra Leone, and the Gambia grapple with soaring inflation rates, particularly in food prices, with some countries witnessing double-digit rates ranging from 20% to over 50%. Significant fluctuations have occurred between the previous and current quarters in Nigeria and Ghana, where the Jollof Index tracks food inflation.

Nigeria experienced one of its worst food crises from October 2023 to March 2024, with food inflation rising from 31.51% in October 2023 to 40.1% in March 2024.¹ This increase was primarily driven by the depreciation of the Naira, which reached an all-time high of over ₦1,600 to a dollar in March 2024, affecting the prices of imported food.²

Other long-standing issues, such as conflicts in food-producing regions, reduced arable land, climate variability, increased energy costs, and restrictions on foreign exchange for certain food items, contribute to rising food prices.

¹CPI and Inflation Report (April 2024) | National Bureau of Statistics. Available online: <https://bit.ly/4aQJk6l>

²Economists blame naira crash, fuel price as inflation hits 30% (February 2024) | Punch. Available online: <https://bit.ly/3QfuEW8>



The government has proposed and implemented various interventions, including grain releases, conditional cash transfers, and minimum wage subsidies. However, these interventions cannot assist up to half of the population. Besides, 26.5 million people are projected to be food insecure in 2024, an increase from 25 million people in 2023, suggesting that the situation may become dire if appropriate measures are not taken. In contrast, Ghana saw a substantial reversal in food inflation during the same period, decreasing from 44.8% in October 2023 to 29.6% in March 2024.³ Nevertheless, food inflation remains a significant problem in the country. The Jollof Index data collected in that period records sharp increases in the prices of items rather than a reduction.

Since 2016, SBM Intelligence has monitored changes in food prices by tracking the cost of making a pot of Jollof rice, a regional staple, for a family of five. Prices of critical food ingredients are collected monthly from 13 markets in Nigeria and two markets in Ghana, excluding December due to seasonal variations. Consequently, the first quarter report usually includes data from

³ Inflation drops to 10.1%; lowest level since March 2020 (April 2024) | Modern Ghana. Available online: <https://bit.ly/3Ufdvw0>



October and November of the previous year. This edition of the Jollof Index examines the prices of items during this period, along with the causes, interventions, and impact on the populace. This data is presented in its simplest form so that the ordinary citizen can understand the effect of inflation and how it affects everyday life.





Nigeria's National Average

Nigeria experienced one of the worst food crises between October 2023 and March 2024. During this period, the cost of making a pot of jollof rice increased by 29.3%, from ₦13,106 in October to ₦16,955 in March 2024. The primary trigger for this increase was the Naira depreciation, which moved from a monthly average of ₦796 to a dollar in October 2023 to a monthly average of over ₦1,513 in March 2024. This severely affected food affordability, particularly as the country still largely depends on food imports to meet its food demands. For example, the price of a bag of rice increased from

about ₦56,000 in October 2023 to approximately ₦87,000 in the first week of March 2024.



Nigeria experienced one of its worst food crises from October 2023 to March 2024, with food inflation rising from 31.51% in October 2023 to 40.1% in March 2024.

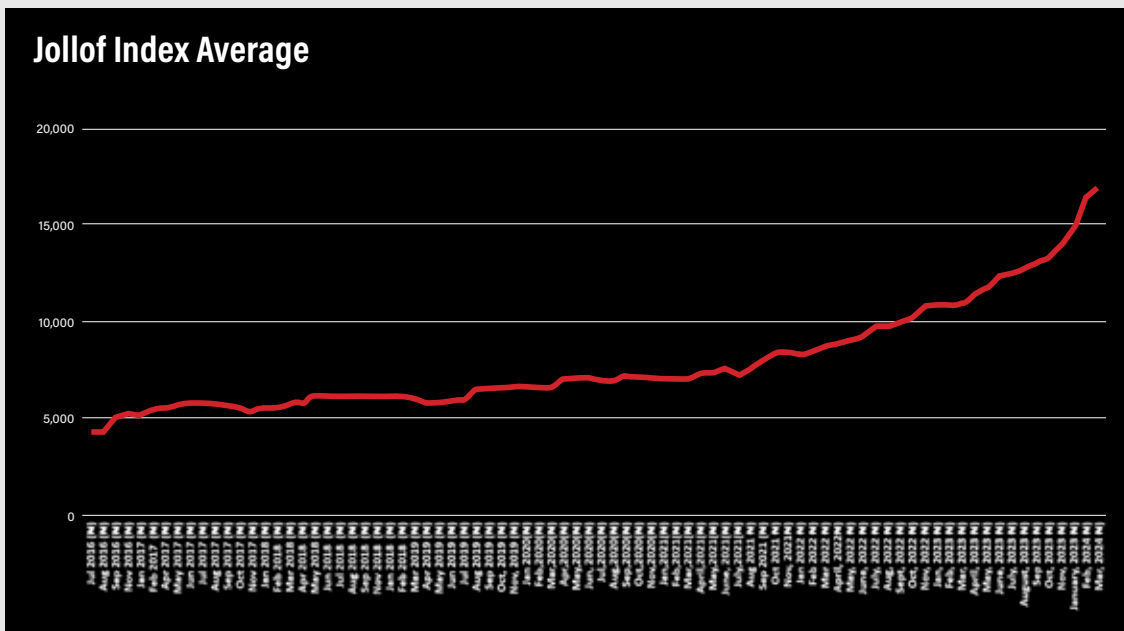


These price increases occurred against unresolved long-standing issues driving food prices up, such as conflicts in food-producing regions, reduced arable land,





climate variability, and increased energy costs (electricity and fuel). During this period, various interventions were implemented to alleviate the pressure faced by Nigerians. However, less than a quarter of the population enjoyed these interventions, thus questioning their effectiveness and sustainability. Some of these interventions included the Federal Government's release of 42,000 metric tons of grains, conditional cash transfers of up to ₦25,000 to about 15 million households, and wage subsidies of up to ₦15,000 for minimum wage earners.





During this period, both the government and businesses resorted to extreme measures. In Kano State, for instance, authorities seized 10 warehouses over accusations of food hoarding, threatening legal action against owners.⁴ Some companies, like Olam, temporarily suspended their large-scale grain purchases from the market⁵ to prevent worsening food affordability issues caused by rising prices. These actions occurred alongside various interventions from international development agencies, NGOs and CSOs. Additionally, crimes such as looting increased during this time, particularly impacting those in the storage business. For example, in Abuja, hoodlums looted warehouses at the peak of the food crisis.⁶

Many Nigerians are struggling to keep up as the conversation shifts from the ability to access balanced diets and quality protein sources to the inability to afford food. Households have adopted different coping strategies. In suburban and rural areas, those with access to land have either returned to farming for survival or have increased their cultivation. In rural areas, farmers who used to sell their produce are now keeping a significant portion of their harvest for themselves whenever feasible, as they are uncertain they can afford meals. Meanwhile, in urban areas, food-sharing groups are on the rise. These groups allow people to buy directly from producers or wholesalers, bypassing middlemen and retailers.

⁴ Kano seal warehouses hoarding grains, noodles, sugar (February 2024) | BusinessDay. Available online: <https://bit.ly/44bn0Sm>

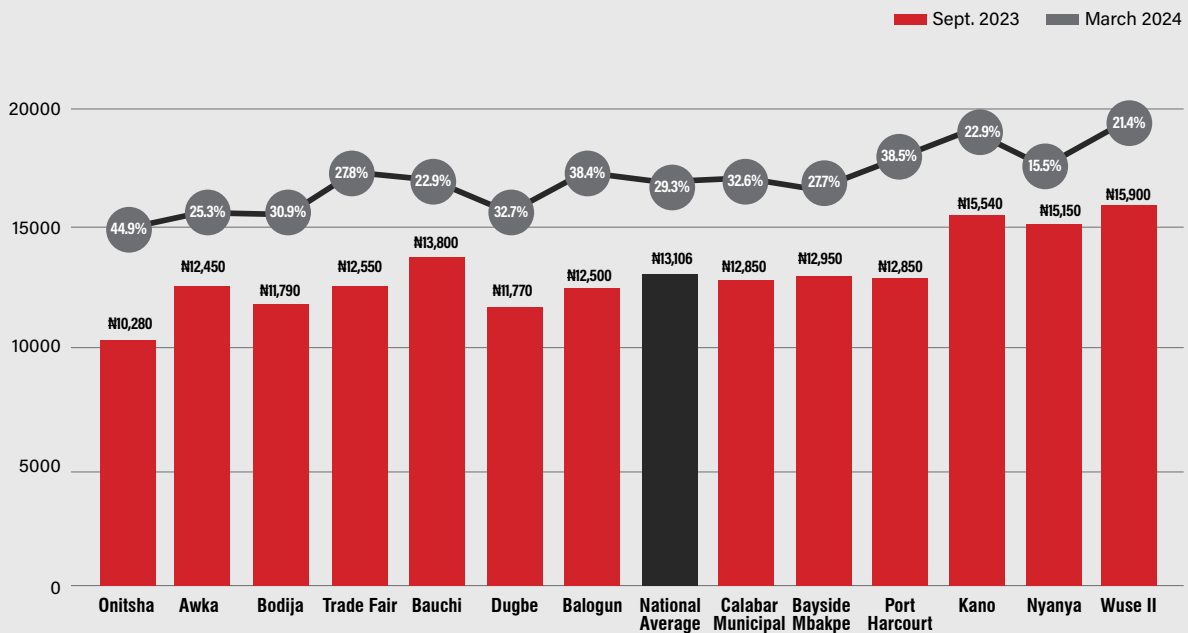
⁵ Olam Nigeria temporarily suspends mass purchase of grains over rising prices (February 2024) | Nairametrics. Available online: <https://bit.ly/49RoYII>

⁶ Cost of Living Crisis: Residents break into Abuja govt warehouse, steal food (March 2024) | Premium Times. Available online: <https://bit.ly/3xN9311>





Markets



The chart compares the cost of preparing a pot of jollof rice for a family of five across 13 markets in Nigeria for September and March. The data reveals a significant increase in the cost of preparing jollof rice across all markets between September 2023 and March 2024. The national average price surged by 29.3%, from ₦13,106 to ₦16,955, highlighting the severe impact of food inflation on Nigerian households. Onitsha market experienced the highest percentage increase at 44.9%, with the cost of preparing jollof rice rising from





₦10,280 to ₦14,900. This substantial increase in Onitsha, previously the most affordable market, underscores the pervasive nature of food inflation affecting all regions.

Port Harcourt and Balogun markets also witnessed significant increases of 38.5% and 38.4% respectively. The prices in these markets rose from ₦12,850 to ₦17,800 in Port Harcourt and from ₦12,500 to ₦17,300 in Balogun, indicating the challenges faced by consumers in urban areas. The Trade Fair market in Lagos saw a 37.8% increase, with the cost of preparing jollof rice climbing from

₦12,550 to ₦17,300. Similarly, the Dugbe market in Ibadan experienced a 32.7% rise, with prices increasing from ₦11,770 to ₦15,620.

Calabar Municipal market recorded a 32.6% increase, with the cost of jollof rice

The cost of making a pot of jollof rice increased by 29.3%, from 13,106 in October to 16,955 in March 2024.





rising from ₦12,850 to ₦17,050. Bodija market in Ibadan saw a 30.9% increase, with prices climbing from ₦11,790 to ₦15,430. Bayside Mbakpa market in Calabar experienced a 27.7% increase, with the cost of preparing jollof rice rising from ₦12,950 to ₦16,550. Awka market in Anambra State saw a 25.3% increase, with prices rising from ₦12,450 to ₦15,600.

Bauchi and Kano markets recorded increases of 23% and 22.9%, respectively. The cost of preparing a pot of jollof rice in Bauchi rose from ₦13,800 to ₦16,970, while in Kano, it increased from ₦15,540 to ₦19,100. Wuse

II market in Abuja, known for its high prices, saw a 21.4% increase, with the cost of a pot of jollof rice rising from ₦15,900 to ₦19,300. Nyanya market, also in Abuja, recorded the lowest percentage increase at 15.5%, with prices rising from ₦15,150 to ₦17,500.

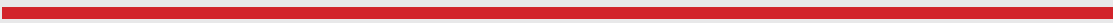
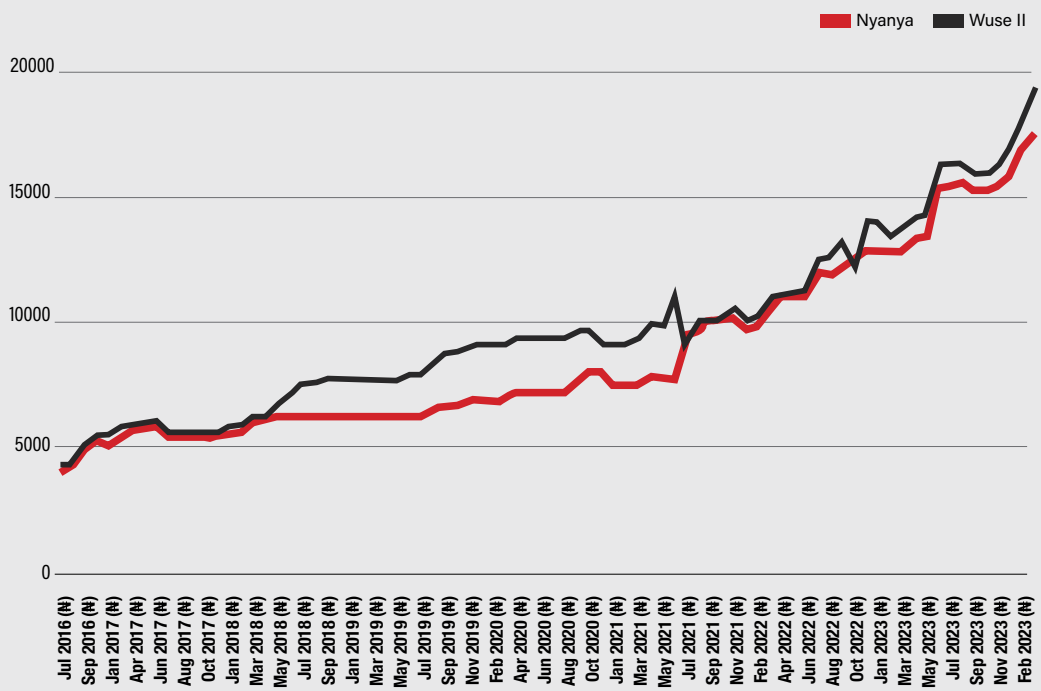
“Onitsha, previously the most affordable market, experienced the highest percentage increase at 44.9%, while Nyanya in Abuja recorded the lowest percentage increase at 15.5%.”





The data clearly illustrates Nigeria’s worsening food inflation crisis, with all markets experiencing substantial price increases. The rising cost of preparing a staple dish like jollof rice highlights Nigerian families’ growing challenges in meeting their basic food needs. The situation calls for urgent interventions and policies to address food affordability and alleviate the burden on households across the country.

North Central Jollof Index





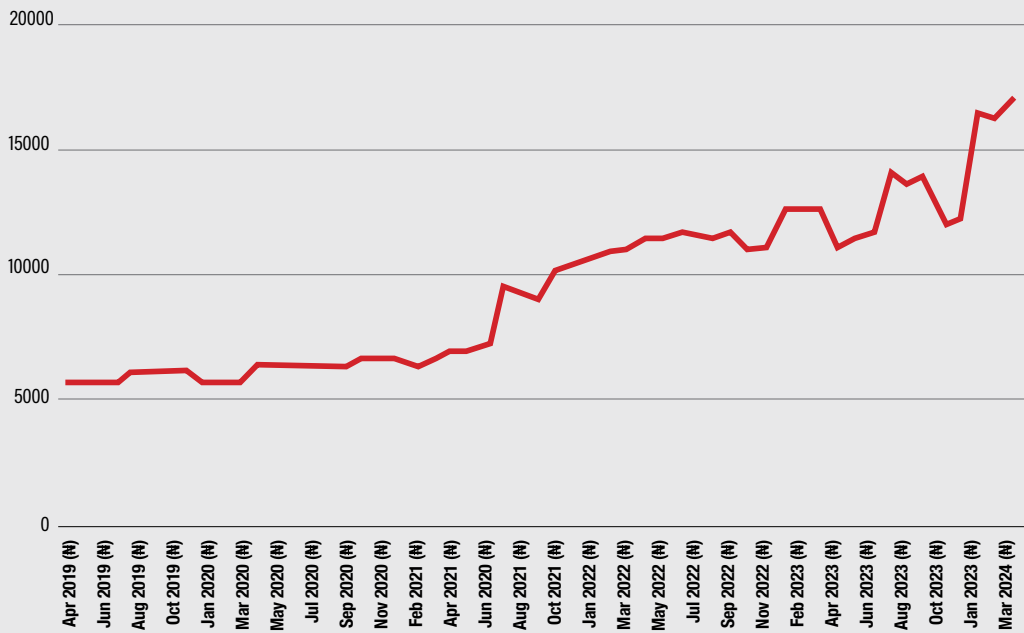
The data shows a consistent upward trend in the cost of preparing a pot of jollof rice in both markets from October 2023 to March 2024. In the Nyanya market, the price started at ₦15,150 in October and experienced a slight increase to ₦15,350 in November. The prices then rose significantly, reaching ₦15,950 in January 2024, ₦17,000 in February, and finally ₦17,500 in March. This represents a 15.5% increase from October 2023 to March 2024, highlighting the growing food affordability challenges in the outskirts areas of the North Central region.

Similarly, the Wuse II market witnessed a steady price increase over six months. Starting at ₦15,900 in October, the cost of preparing jollof rice rose to ₦16,200 in November, ₦17,000 in January 2024, ₦18,100 in February, and reached ₦19,300 in March. This marks a 21.4% increase from October 2023 to March 2024, indicating a more pronounced impact of food inflation in the region's metropolitan areas.





Bauchi (North East Jollof Index)



The month-on-month analysis reveals that both markets experienced gradual price increases from October to November 2023, followed by a more significant surge from January to February 2024. The factors contributing to these price increases include the impact of petrol subsidy removal, ongoing farmer-herder crises, and the weak exchange rate. Items affected include seasoning, vegetable oil, beef, turkey, and rice.





The data provided shows the monthly cost of preparing a pot of jollof rice in Bauchi from October 2023 to March 2024. The prices exhibit an upward trend, with fluctuations throughout the six months. Over this period, seasoning, beef, turkey, and rice prices increased.

Starting at ₦11,900 in October 2023, the cost of preparing jollof rice in Bauchi rose slightly to ₦12,200 in November, representing a modest 2.5% increase. Factors contributing to price increases were rising transportation costs due to existing conflict and climate issues. However, a significant spike occurred between November 2023 and January 2024, with the price jumping from ₦12,200 to ₦16,400. This substantial 34.4% increase in just two months highlights the intensifying food inflation crisis in Bauchi and the Northeast region. The sharp rise could be attributed to the combined effects of ongoing conflicts, supply chain disruptions, and the continued depreciation of the Nigerian Naira.

In February 2024, the cost of preparing jollof rice in Bauchi experienced a slight decrease, dropping from ₦16,400 to ₦16,170. Although this 1.4% decline may seem like a respite, it is important to note that the price remained significantly higher than the levels observed in





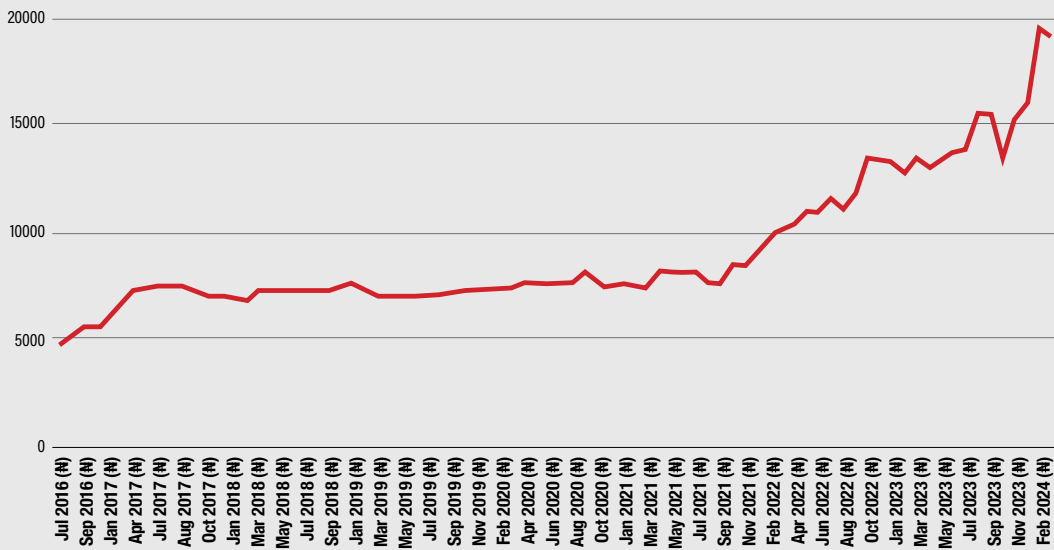
October and November 2023. This minor decrease could be due to temporary factors such as increased humanitarian assistance or short-term market fluctuations. However, the price increased again in March 2024, reaching ₦16,970. This 4.9% rise from February to March indicates that the underlying factors driving food inflation in Bauchi and the Northeast region persisted. The cumulative effect of rising transportation costs, import dependencies, and the lingering impact of the border closure continued to put upward pressure on food prices.

Over the six months from October 2023 to March 2024, the cost of preparing jollof rice in Bauchi increased by a staggering 42.6%. This alarming trend underscores the severity of the food security challenges that households in the region face. The consistent month-on-month price increases, with only a brief respite in February, highlight the urgent need for targeted interventions and policies to address the root causes of food inflation and relieve the affected populations.





Kano (North West Jollof Index)



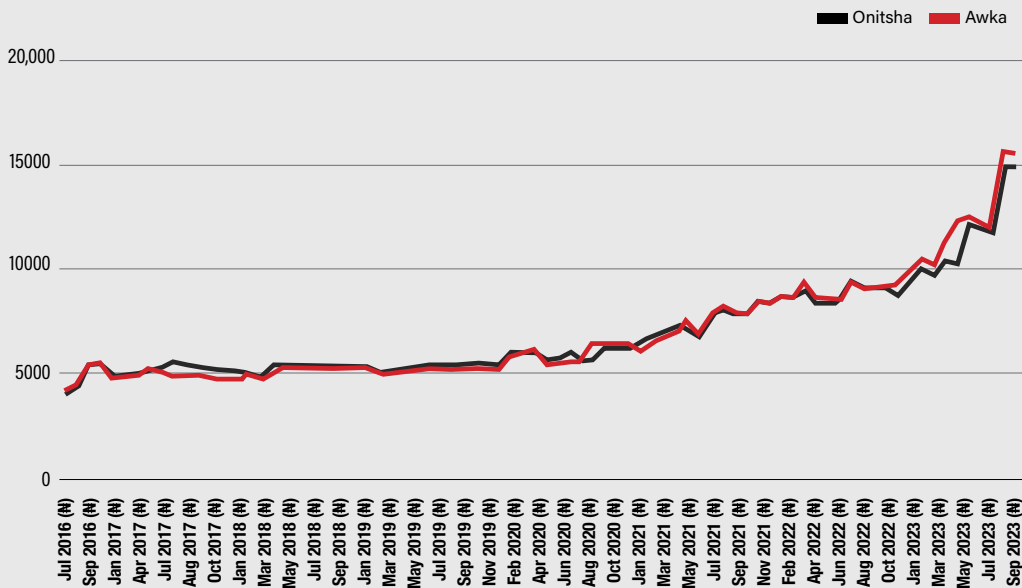
The chart shows a consistent upward trend in the Northwest Jollof index. In Kano, the cost of preparing a pot of jollof rice increased from October 2023 to March 2024. Starting at ₦13,500 in October, the price of jollof rice ingredients in the Kano market experienced a significant increase to ₦15,260 in November, representing a 13% month-on-month rise mainly caused by high fuel prices and the Naira devaluation. The price continued to climb from November 2023 to January 2024, albeit slower, reaching ₦15,960 in January. However, following the weakening of the Naira, the price escalation resumed in February 2024, with the cost of jollof rice ingredients rising to ₦19,550, a substantial 22.5% month-on-month increase,





and the price remained high in March 2024. The prices of beef, turkey, rice, seasoning, thyme, curry and vegetable oil increased during this period.

South East Jollof Index



The chart reveals a consistent upward trend in the cost of preparing a pot of jollof rice in the Southeast in both Onitsha and Awka markets from October 2023 to March 2024, with some fluctuations along the way.





In Onitsha, the price started at ₦12,180 in October and experienced a slight decline to ₦12,050 in November. However, from November onwards, the prices began to rise steadily. The cost of preparing jollof rice increased to ₦11,850 in January 2024, followed by a significant jump to ₦14,900 in both February and March. This represents a staggering 22.3% increase from October 2023 to March 2024, highlighting the severe impact of food inflation on households in Onitsha.

Similarly, Awka witnessed a consistent increase in prices over the six months. Starting at ₦12,600 in October, the cost of preparing jollof rice dipped slightly to ₦12,300 in November before rising to ₦11,980 in January 2024. The prices then surged to ₦15,600 in February and March, representing a substantial 23.8% increase from October 2023 to March 2024.

The month-on-month analysis reveals that Onitsha and Awka experienced the most significant price increases between January and February 2024. In Onitsha, the price jumped from ₦11,850 in January to ₦14,900 in February, a staggering 25.7% increase in just one month. Awka also saw a rise from ₦11,980 in January to ₦15,600 in February, representing a 30.2% increase. These sharp price hikes in a single month reflect the pressures the Southeast region faced.

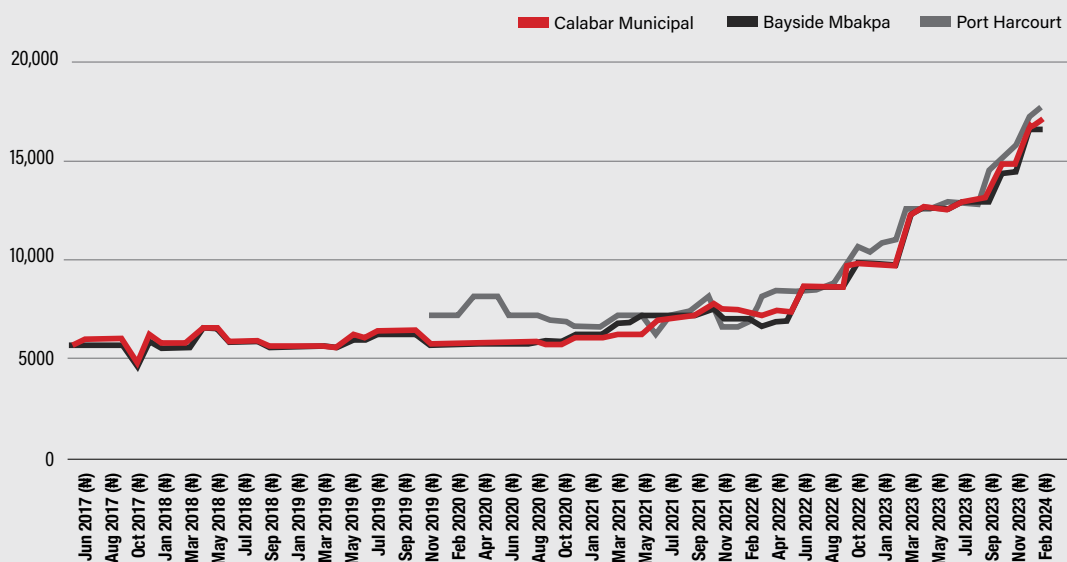




The factors contributing to this sudden increase include further depreciation of the Nigerian Naira, increased transportation costs, supply chain disruptions, and rising prices of key ingredients like turkey, vegetable oil, beef, tinned tomatoes, rice and seasonings.

It is worth noting that while Onitsha historically had a reputation for being the most affordable market for purchasing jollof rice ingredients, the current data shows that both Onitsha and Awka have converged to similar price points. In March 2024, the cost of preparing jollof rice was ₦14,900 in Onitsha and ₦15,600 in Awka, indicating a narrowing gap between the two markets.

South South Jollof Index





The chart shows a consistent upward trend in the cost of preparing a pot of jollof rice across all three markets from October 2023 to March 2024. In Calabar Municipal market, the price started at ₦13,250 in October and experienced a significant increase to ₦14,750 in November. The prices continued to rise steadily, reaching ₦14,850 in January 2024, ₦16,600 in February, and finally ₦17,050 in March. This represents a 28.7% increase from October 2023 to March 2024, highlighting Calabar's growing food affordability challenges.

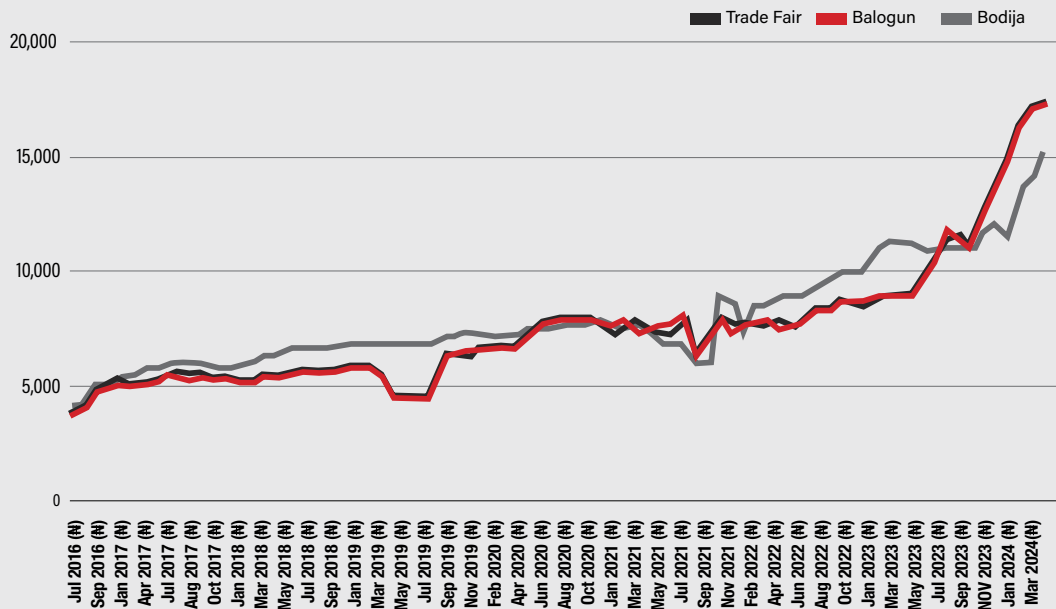
Also, the Bayside Mbakpa market witnessed a consistent price increase over six months. Starting at ₦12,850 in October, the cost of preparing jollof rice rose to ₦14,350 in November, ₦14,450 in January 2024, ₦16,550 in February, and maintained the same price of ₦16,550 in March. This marks a 28.8% increase from October 2023 to March 2024. Port Harcourt market also experienced a steady price rise, with a notable increase in the latter months. The price of jollof rice ingredients started at ₦14,450 in October, increased to ₦15,050 in November, and escalated to ₦15,800 in January 2024. The prices then surged to ₦17,150 in February and reached ₦17,800 in March. This represents a substantial 23.2% increase from October 2023 to March 2024.





The month-on-month analysis reveals that all three markets experienced significant price increases throughout the six months, with the most pronounced jumps occurring between October and November 2023 and then again from January to February 2024. The price increase between October and November is attributed to rising transportation costs. In early 2024, the weakening exchange rate was the primary factor that affected ingredients and items such as seasoning, pepper, beef, turkey, and rice.

South West Jollof Index





The Southwest Jollof Index reveals a consistent upward trend in the cost of preparing a pot of jollof rice across all four markets from October 2023 to March 2024, with some variations in the rate of increase.

In Bodija Market, Ibadan, the price started at ₦12,060 in October and experienced a slight increase to ₦11,470 in November. From January 2024 onwards, the prices began to rise more rapidly, reaching ₦13,640 in January, ₦14,130 in February, and ₦15,430 in March. This represents a 28% increase from October 2023 to March 2024, highlighting Ibadan's growing food affordability challenges. Similarly, the Ibadan Dugbe market witnessed a steady price increase over six months. Starting at ₦12,530 in October, the cost of preparing jollof rice rose to ₦12,140 in November, ₦14,190 in January 2024, ₦13,880 in February, and finally reached ₦15,620 in March. This marks a 24.6% increase from October 2023 to March 2024.

In Lagos, the Trade Fair and Balogun markets exhibited identical price trends. Both markets started at ₦13,680 in October and significantly increased to ₦15,000 in November. The prices further escalated to ₦16,250 in January 2024 and ₦17,050 in February



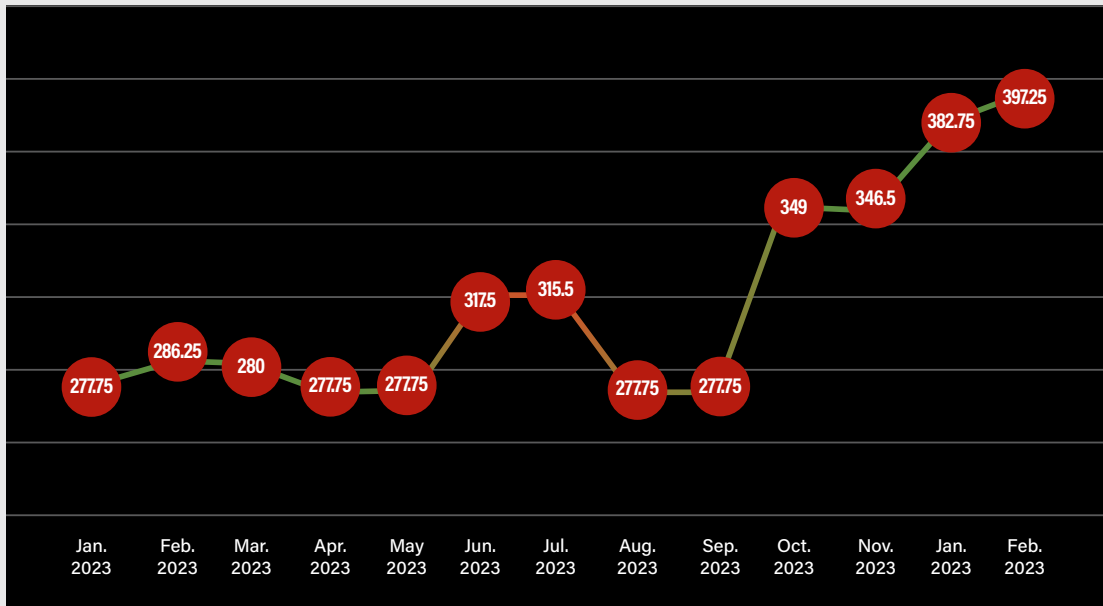


before reaching ₦17,300 in March. This represents a staggering 26.5% increase from October 2023 to March 2024, underscoring the severe impact of food inflation on households in Lagos.

The month-on-month analysis reveals that all four markets experienced the most significant price increases between October and November 2023 and from January to February 2024. The factors contributing to these sharp increases are the same in other locations, including the rising costs of key ingredients, such as seasoning, beef, turkey, and rice. As mentioned in addition to a weak Naira, transportation challenges and supply chain disruptions account for this trend.



Ghana Jollof Index



The Ghana Jollof Index reveals a significant upward trend in the cost of preparing a pot of jollof rice for a family of five in Ghana over the six-month period. In September 2023, the cost stood at 277.75 GH¢, but it experienced a substantial increase to 349 GH¢ in October 2023, representing a 25.7% month-on-month rise. This sharp increase deviates from the previous quarter's trend, where prices remained relatively stable.

From October to November 2023, the price of jollof rice ingredients slightly decreased to 346.5 GH¢, a marginal decline of 0.7%. This suggests that the factors that drove the price increase in October,





such as potential market disruptions or supply chain issues, may have somewhat stabilised. However, the upward trend resumed in January 2024, with the cost of preparing jollof rice rising to 382.75GH¢, a 10.5% month-on-month increase. This indicates that the underlying factors contributing to food inflation in Ghana, such as currency fluctuations, increased input costs, or supply-demand imbalances, continued to exert upward pressure on prices. The price surge persisted in February 2024, with the cost of jollof rice ingredients reaching 397.25GH¢, a further 3.8% increase from January. This marks the highest price point in the six months and underscores the

growing affordability challenges Ghanaian households face.

Within six months, from September 2023 to February 2024, the cost of preparing a pot of jollof rice in Ghana increased by a staggering 43.0%. This significant increase contrasts with the relative stability

In Ghana, the cost of preparing a pot of jollof rice increased by a staggering 43.0% within six months

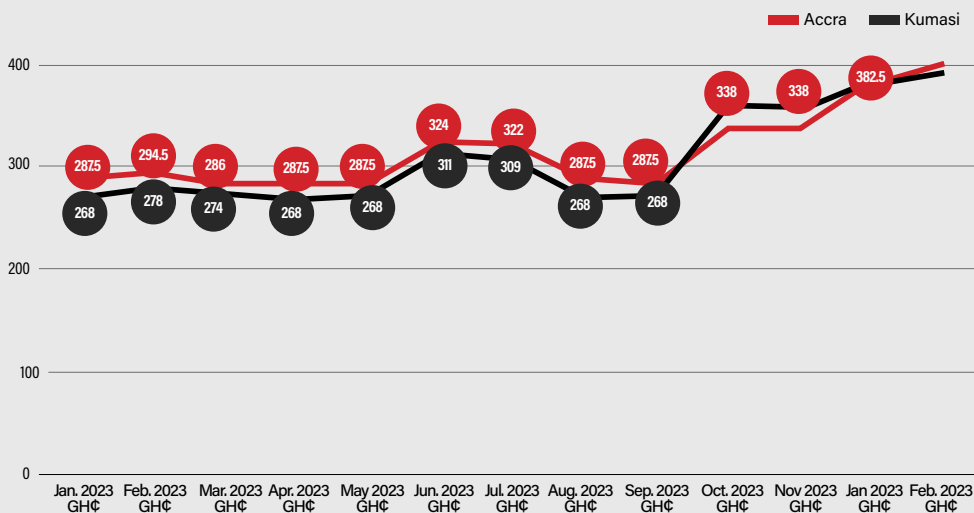




observed in the previous year and highlights the intensifying food inflation crisis in the country. The inflation rate has consecutively trended downward from 44.8% in October 2023 to 32.2% in November, 28.7% in December and 29.6% in March 2024. This variation is due to the base effect, as inflation numbers were reported based on the previous year. This also shows that while food inflation in the country has lessened compared to this period during the last year, the prices have continued to increase in actual terms.

The Jollof Index analysis for Ghana raises concerns about the growing food affordability challenges and their impact on households' access to nutritious meals.

Ghana Accra and Kumasi





The chart compares the cost of preparing a pot of jollof rice for an average family of five in two Ghanaian cities—Accra and Kumasi—from September 2023 to February 2024. It illustrates a significant increase in cost from September to October in both markets, followed by a period of relative stability in November and an increase in January and February.

Accra's cost rose from GH¢287.5 in September to GH¢338 in October and remained at the same level in November. Similarly, Kumasi experienced a sharp increase from GH¢268 in September to GH¢360 in October, followed by a slight decrease to GH¢355 in November. From January to February 2024, both cities witnessed a further rise in the cost of preparing jollof rice. Accra's cost climbed from GH¢383 in January to GH¢400 in February, while Kumasi's cost increased from GH¢382.5 in January to GH¢394.5 in February.

This quarter's data shows a departure from the previous quarter's trend, indicating a significant increase in food costs and a subsequent upward trajectory. Notably, Kumasi experienced a more rapid price increase than Accra, with the gap between the two cities narrowing over six months. This suggests that the factors driving food inflation





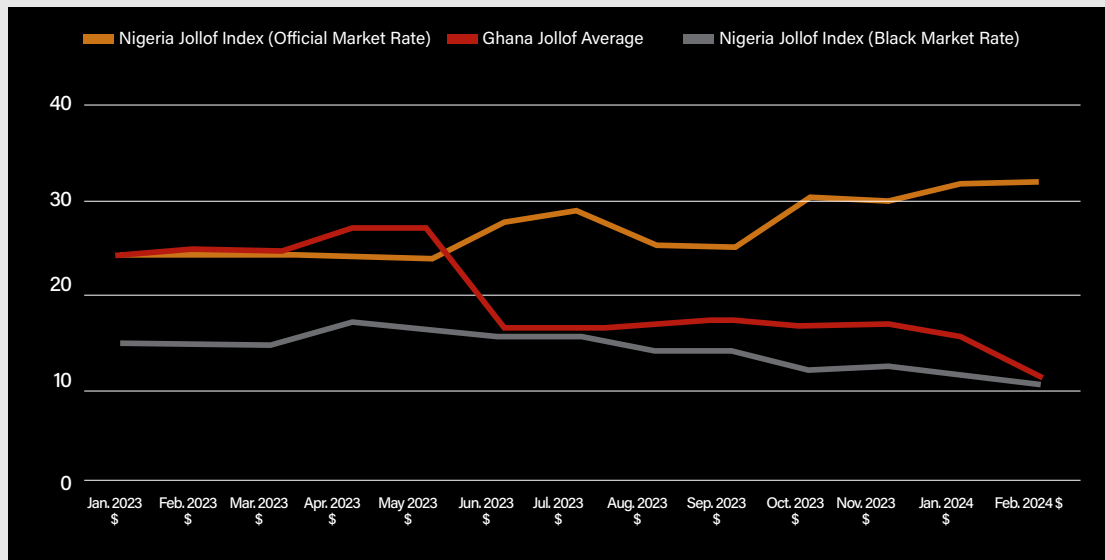
impact urban and suburban areas, with Kumasi potentially facing additional challenges.

There's a noticeable uniformity in the way the prices of food items are changing across various cities in Ghana. Traders in urban centres like Kumasi, Cape Coast and Koforidua are aligning their prices with those in the capital city, Accra, which is the benchmark. In Accra and Kumasi, essential ingredients for cooking jollof rice—such as tomatoes, pepper, fish and cooking oil—consistently feature among the top 20 items, experiencing over 40% inflation rates in the first quarter of 2024. Additionally, the gap in transportation costs between Accra and Kumasi is gradually closing, indicating a convergence in pricing dynamics between these two cities. The trend of price convergence isn't limited to Kumasi alone, as 13 other regions, including Ashanti (with Kumasi as its capital), reported food inflation rates surpassing Greater Accra in March 2024. Surprisingly, the Eastern and Upper West regions experienced food inflation rates twice as high as Accra's. Notably, Kumasi's food inflation rate exceeded Accra's throughout the first quarter, shifting from the usual pattern.





West Africa Index



The chart compares the cost of preparing jollof rice for a family of five in Nigeria and Ghana, expressed in US dollars. For Nigeria, the cost is calculated using both the official exchange rate and the black market rate, while for Ghana, only the official exchange rate is used. The data spans five months, from October 2023 to February 2024.

From October 2023 to February 2024, the cost of Nigerian jollof rice, based on the official market exchange rate, declined. The price began at \$16.80 in October and November, then decreased to \$15.10 in January 2024 and dropped to \$10.80 in February 2024.





However, this decrease does not reflect an actual reduction in the price of food items. Instead, it results from the Nigerian Naira being allowed to float freely in the foreign exchange market, which led to its subsequent weakening against other currencies.

When using the black market exchange rate, the price of Nigerian Jollof rice also showed a downward trend, but the decline was less steep than the official rate. The price decreased from \$12.1 in October 2023 to \$10.4 in February 2024. The slower decline in the black market rate is because it has been more consistent than the official rate, which was previously managed. The official exchange rate experienced a significant crash when the Naira was allowed to float.

In contrast, Ghanaian jollof rice prices remained relatively stable, with a slight increase from \$30.30 in October to \$31.90 in February 2024, although they showed a significant increase in Cedis.

Month-over-Month Percentage Changes:

- Nigerian jollof (official market rate) experienced significant reductions, especially between January and February 2024, where the price dropped by approximately 28.48%.





- The trend for Nigerian jollof (black market rate) was generally downward, with the largest decrease between January and February 2024 at about 8.77%.
- Ghanaian jollof's price movement was less volatile. The most significant increase was about 6.71% from November 2023 to January 2024, followed by a very modest increase of 0.31% from January to February 2024.

Regarding price differences:

- Throughout the quarter, the official rate for Nigerian Jollof remained higher than the black market rate, although the gap narrowed significantly by February 2024.
- Ghanaian Jollof consistently maintained a higher price than both Nigerian Jollof rates, with the difference widening as Nigerian prices declined.



Looking Ahead

The food crisis in West Africa shows no signs of ending soon. Rising prices are fueling malnutrition, crime, and other social problems. Interventions have focused on addressing immediate hardships, but strategic planning is needed to ensure food is both affordable and available. In Nigeria, resolving ongoing conflicts and transitioning to mechanised agriculture are key steps toward a sustainable solution.

As prices continue to climb, more families struggle to afford basic meals. One mother of two lamented, “These days, you don’t ask children if they’re satisfied with their food. The important thing is for them to have something in their stomach.” Another parent noted that his children no longer take food to school—they come home for lunch, and breakfast is no longer part of the daily routine.

The price of rice, Nigeria’s most common staple, experienced an unprecedented hike during this period, with alternatives like spaghetti also costing more than many can afford. This has led to many people skipping meals. For children who miss meals, the impact is significant—they may become restless, struggle





to focus in class, and experience weakened brain development. Adults also suffer from malnutrition, leading to increased fatigue and a diminished ability to compete with better-fed peers in more developed countries.

These harsh realities contribute to a higher crime risk as people become desperate to meet basic needs, emphasising the importance of long-term strategies to combat food insecurity and its far-reaching effects.

ABOUT SBM

SBM Intelligence is an Africa-focused geopolitical research and strategic communications consulting firm that addresses the critical need for political, social, economic and market data and big data analytics. We employ various methods of data collection. Our Data Collection Methodology team advises on data collection methods for all ONS social and business surveys. With clients within the business and the wider government community, we aim to provide expert advice on data collection procedures and conduct research to improve survey quality.

Since 2013, we have provided data analytics and strategic communication solutions to clients across various sectors in Nigeria, Ghana, the Ivory Coast, Kenya, South Africa, the United Kingdom, France and the United States.

