



CONSUMER REPORT CARD

Decoding 2025 to win in 2026



Presented on 19th Feb 2026 by:

OnePulse Africa

What you'll see and hear...

- Marketing Trends and Consumer Shifts that defined 2025
- What is likely to continue into 2026
- Potential Trends and how to prepare



2025 was a year defined by...

Local Voices



AI Acceleration



Some consumer observations

Sheng as cultural currency



F & B



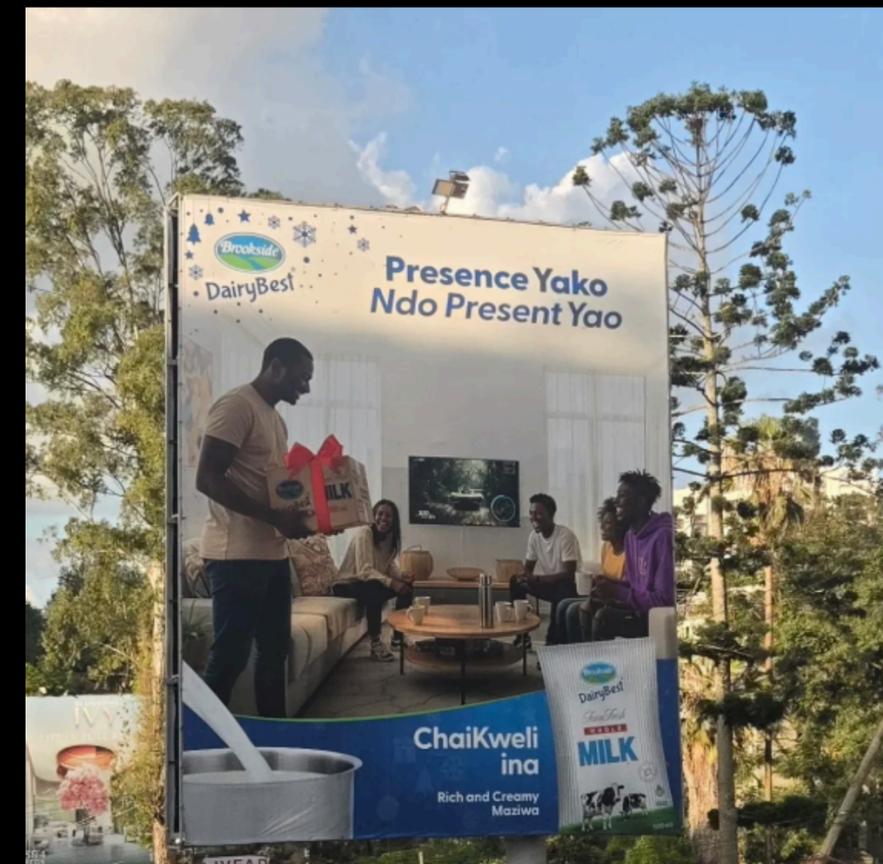
KFC relatable fun moments



Mlifungwa macho na
MEMES
Nywele tatu



AI
everywhere...



Indiscriminate use of AI

 **Bonita**
@bonitaonsafari Follow

@KetepaLtd what flavours are these????
Yeniila, Rottle, pirogs, prider, Mage,.
Also, what brand of tea is this??? Y'all
are misrepresenting your own brand for
likes?



 Privatization Authority
Unlocking Value, Enhancing Productivity

**Sunday Best:
Tea + KPC Shares**



The problem of using AI photos. Why is there a zebra crossing next to a pedestrian bridge?

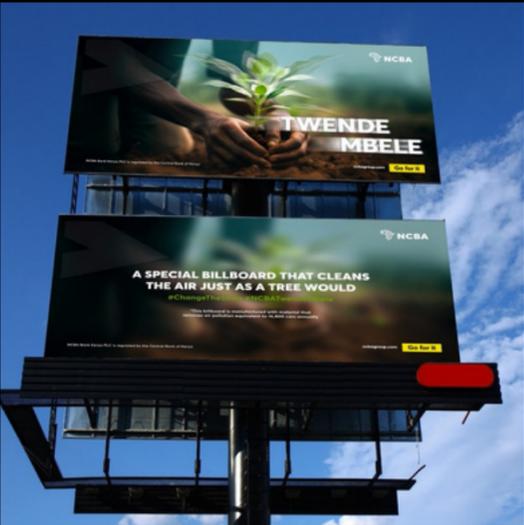
 **NTSA KENYA** @ntsa_kenya · 6h
Zebra crossing iko hapo kwa nini? Tumia. Wacha ku risk bure tumia
#SafeWalking #UsalamaBarabarani



 ntsa_kenya  **USALAMA BARABARANI**

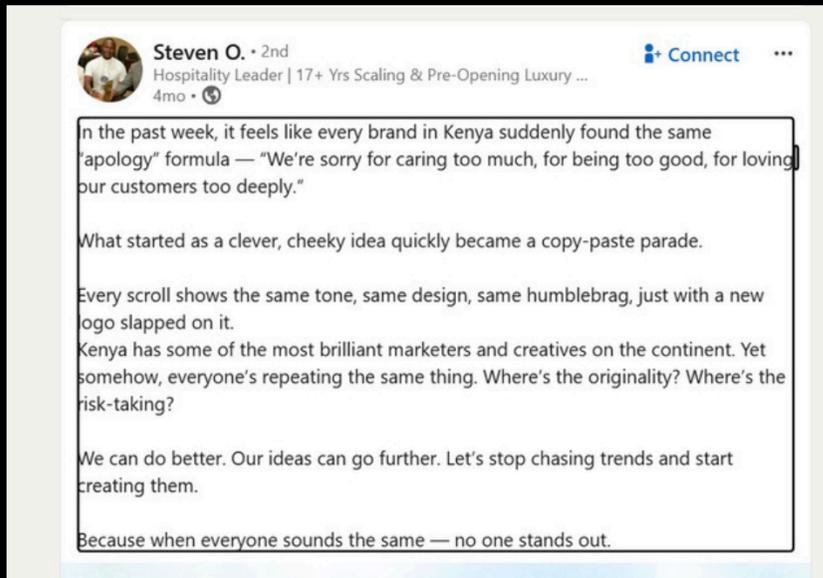
#Usalamabarabarani
TUMIA ZEBRA CROSSING.

OOH reimaged



What consumers picked up on in 2025

Brand Sorrys



Official Apology Statement

Date: 8th November 2025

It has come to our attention that Mawingu has been going a little too far... literally.

We've been showing up in places where other service providers don't — lighting up communities once considered out of reach. From quiet villages to bustling market towns, we're proving that connectivity has no boundaries.

We owe an apology to all the towns and villages we're reaching next. Because once Mawingu arrives, there's no going back to offline life. We bring fast, reliable internet — and with every new connection, we're Opening Opportunities for homes, schools, and businesses across Kenya. 🇰🇪

You've been warned.

Warm regards,



Official Apology Statement

Dear People,

We've recently received a few serious complaints about our gyms.

Apparently... our vibe is becoming a little too addictive.

Reports include:

- Members spending "just 5 more minutes" after every session
- Too much laughter between sets
- Workouts turning into therapy sessions
- Strangers turning into family

We sincerely apologize for the positive energy, loud music, and unstoppable motivation spreading through the Tribe.

We'll do our best to... absolutely not fix it.

The workouts will stay intense, the community louder, and the vibe unmatched.

With love and sweat,
Tribal Council

Soko style of marketing online and Live shopping



SHIQUO || +254 747 900 900



@shiquo4

567 Following 1.3M Followers 29.8M Likes

Follow

Beware of Imposter Accounts (1M) @Hi Style (shoes)
Only Number (0747900900)
www.hiii-style.com



A grid of six video thumbnails showing the same woman in a blue top, holding wine glasses, in a warehouse setting. The thumbnails have view counts: 20, 12.3K, 12.0K, and others.

Join our live sessions and grab yourself a lovely carpet



0798 232661

Join our live sessions and grab yourself a lovely carpet

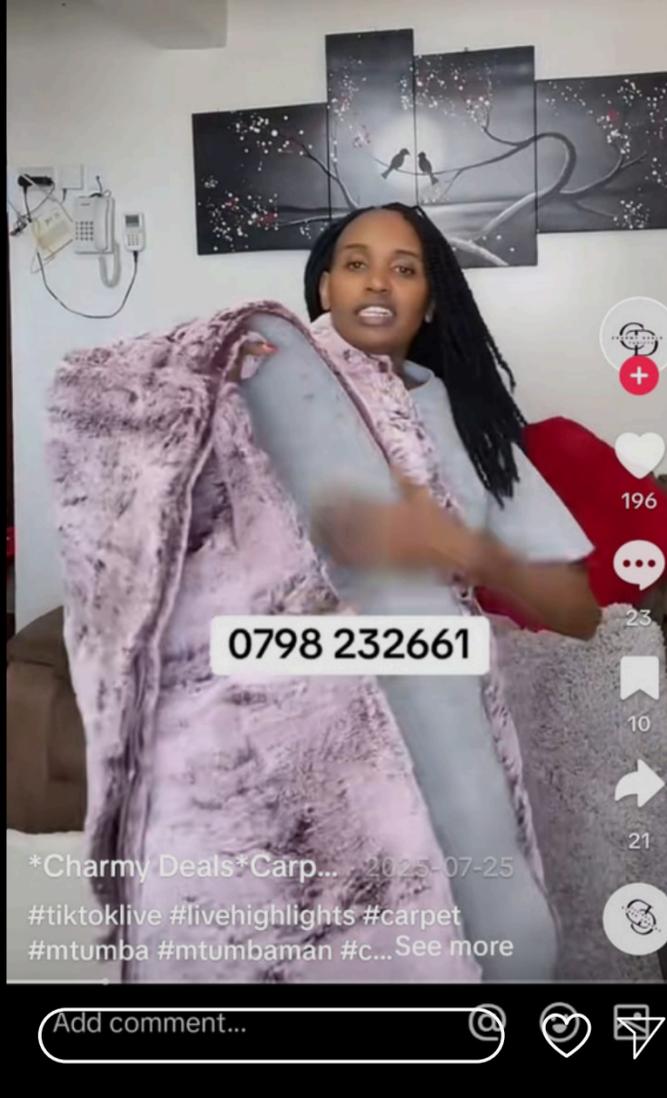
Charmy Deals Carp... 2025-07-25
#tiktoklive #livehighlights #carpet
#mtumba #mtumbaman #c... See more

Add comment...

This image shows a woman holding a large, purple, shaggy carpet. The text 'Join our live sessions and grab yourself a lovely carpet' is overlaid at the top and bottom. A phone number '0798 232661' is displayed in a white box. The TikTok interface shows engagement metrics like 196 likes and 23 comments.

Car Carpet

Join our live sessions and grab yourself a lovely carpet



0798 232661

Charmy Deals Carp... 2025-07-25
#tiktoklive #livehighlights #carpet
#mtumba #mtumbaman #c... See more

Add comment...

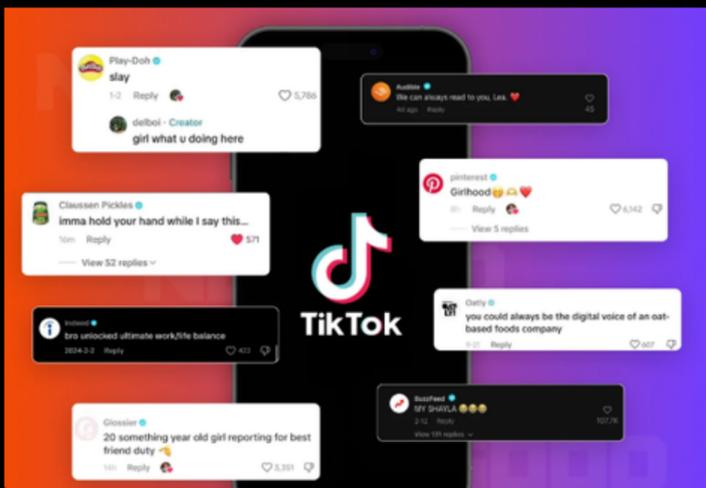
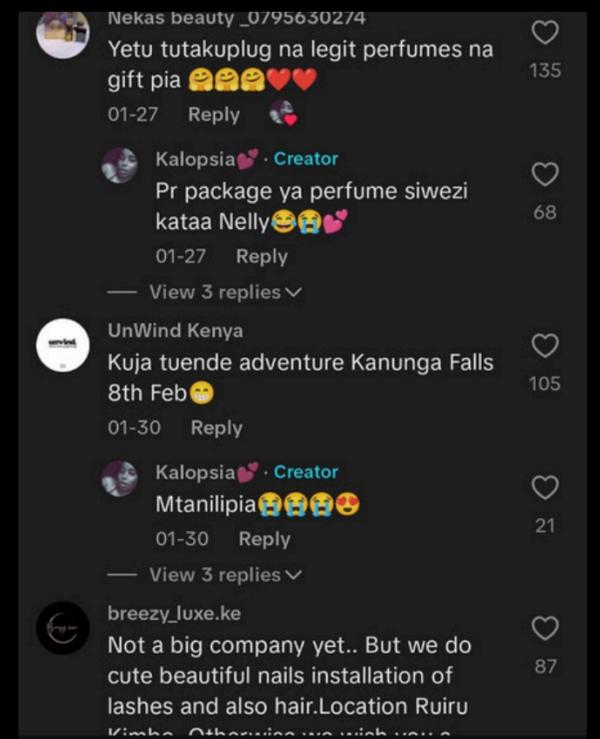
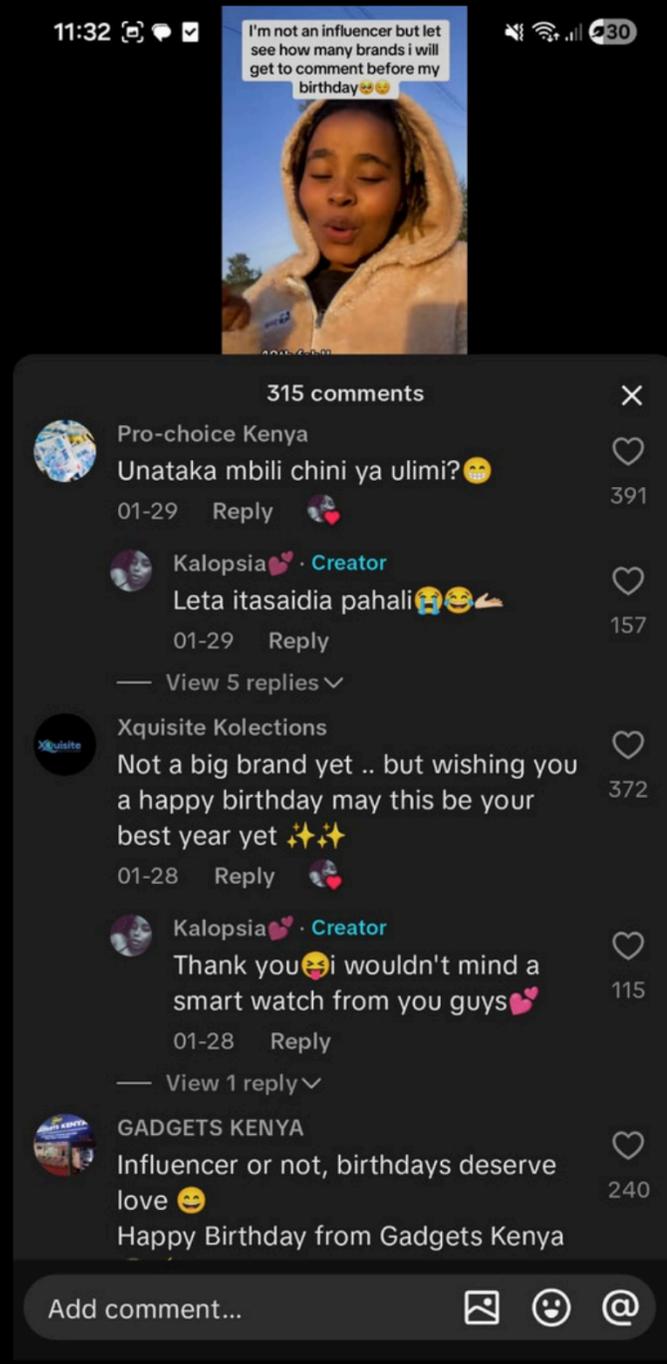
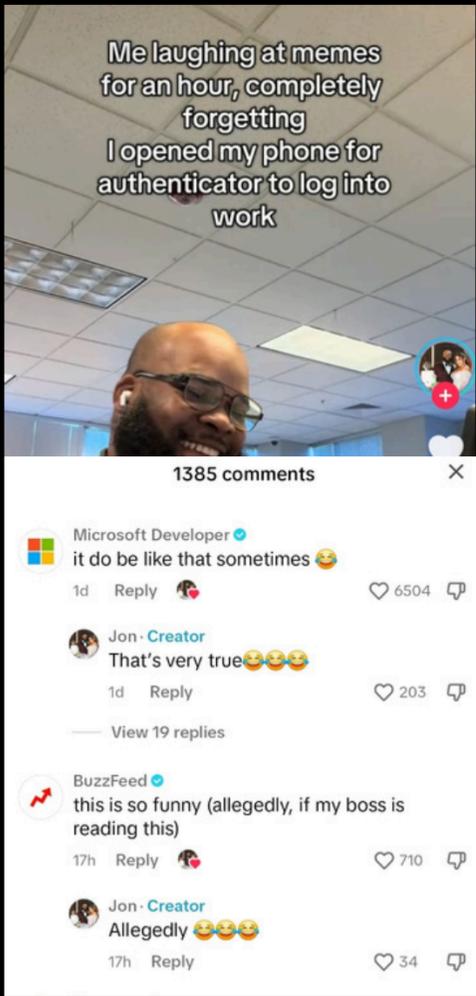
This image is similar to the previous one, showing a woman holding a purple carpet. It includes the same promotional text and phone number. The TikTok interface shows 196 likes and 23 comments.

Kadogo Economy still rules





Relatable life experiences



Comment sections taking over - brands + consumers

The real conversations happen in the comment section



New beverage consumption habits - Jaba juice, energy drinks, traditional brews



Some emerging opportunities for Brands



POV: You finally joined a walking group in Nairobi and this was your Saturday 6:30am ready to walk from CBD to Kikuyu!



@benaurawalkingcl



The fitness movement

Brand opportunities?



You joined a walking group in Nairobi and today was CBD to Gatundu (50km) Took 8hrs. See you on the next one. Free for all!





Experience redefined - The rise of micro-communities and mini-cultures



More opportunities for brands:



Tree planting



Sports sponsorship: Kenyan tennis star Angella Okutoyi

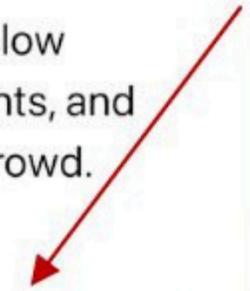
2026 and beyond..

AI will continue disrupting the marketing space, especially now that GPT has introduced ads

Potluck power tips

- If you're unsure about dietary needs, try chicken and something vegetarian.
- Label allergens if you can—people quietly love you for it.

If you want, tell me how many people, slow cooker vs oven, or any dietary constraints, and I'll zero in on the perfect dish for your crowd.



Heirloom Groceries
Sponsored

La Mesa Roja Enchilada Kit
In stock • \$14.99
25-35 minutes

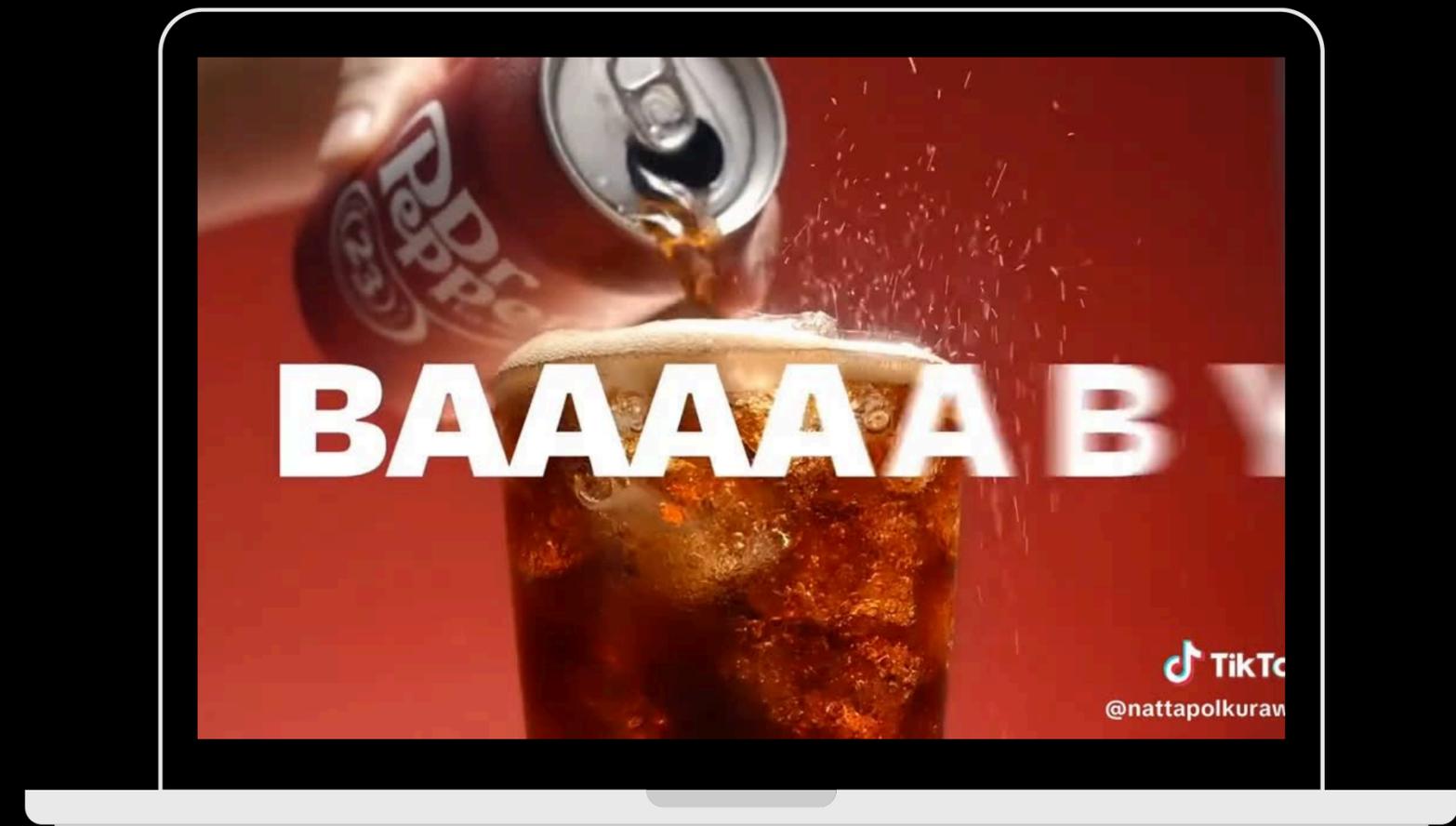
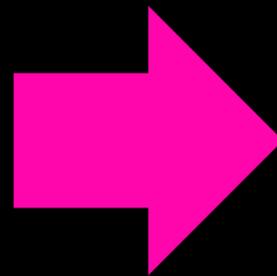
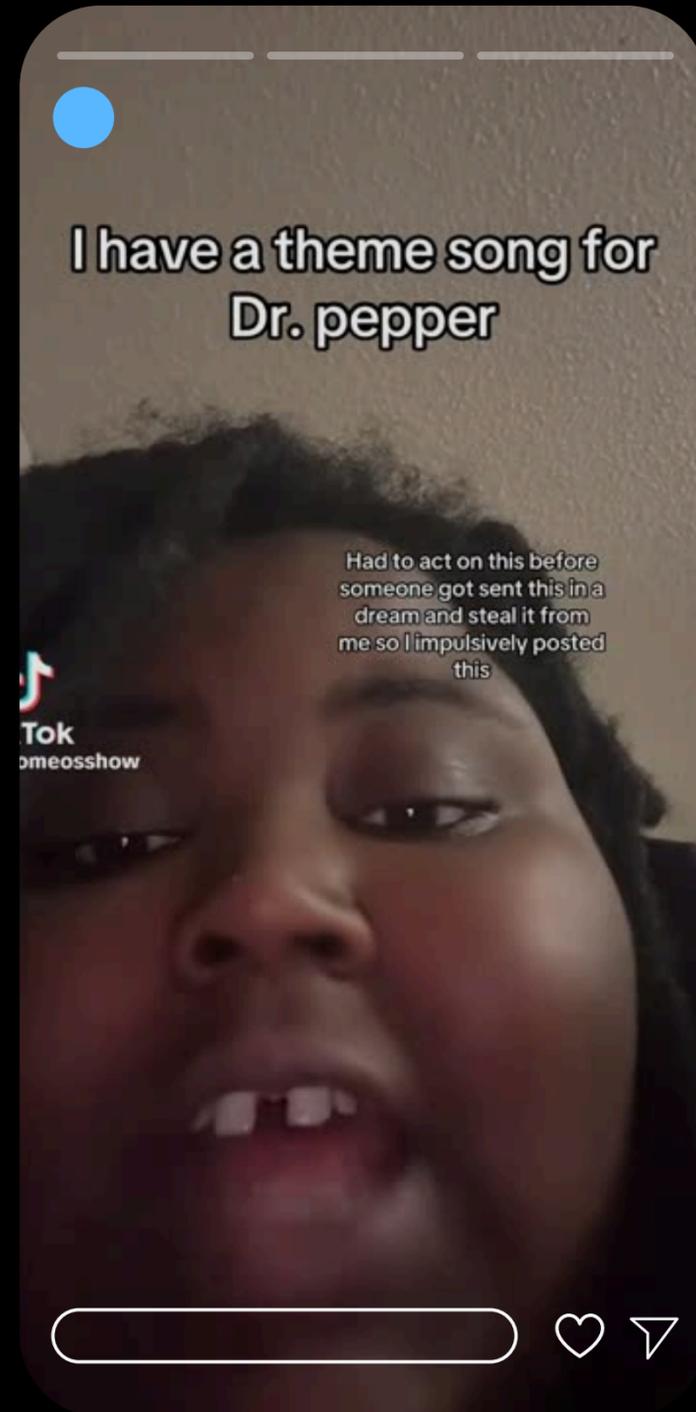


Ads do not influence the answers you get from ChatGPT. Your chats stay private.

[Learn about ads and personalization >](#)

**The age of co-creation is here.
Consumers want to be involved.**

**Dr Pepper... original video,
and the resulting ad**



- The rise of streaming and IRL creators
- Value of authentic, raw content
- Telling the untold African story



Some take-aways

1. Rise of Algorithmic consumer

We're now consulting AI to make decisions on our product choices. Are Brands ready for "non-human customers" ?

2. Value Vs. Volume.

Shoppers now more driven by value not cutting back on purchases. They're buying cheaper, looking for promo's, cheaper outlets etc.

3. Fight for market share

Increased competition will yield to shifty brand loyalty..

4. Real-Time Consumer Feedback

Use tools like OnePulse to get instant consumer insights. Listen, adapt, iterate.



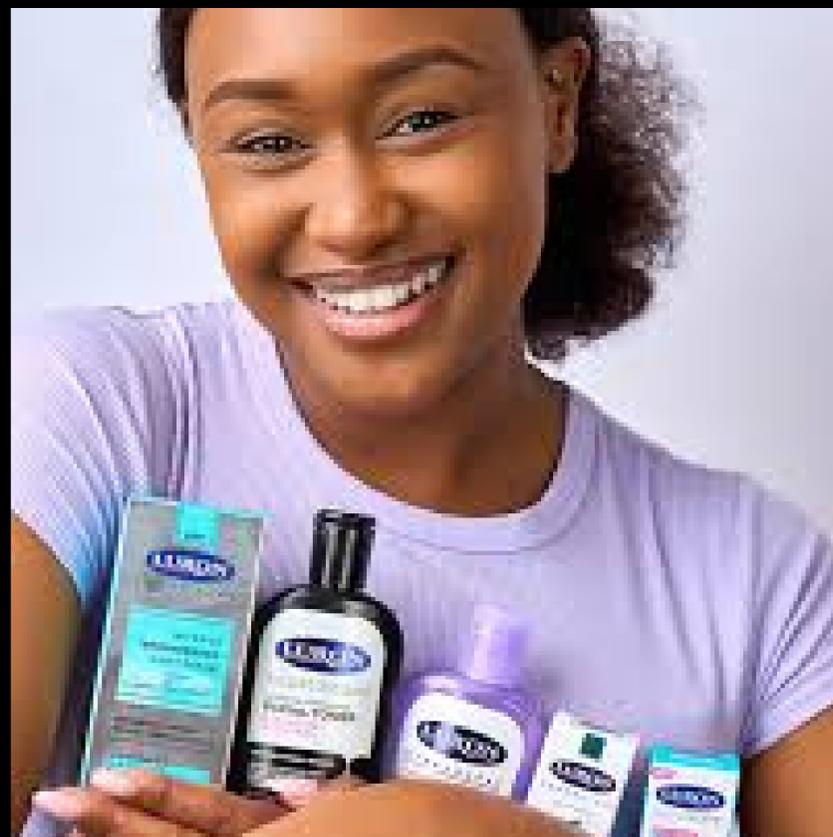


Brand advocacy

Push UGC Organically

Create products and experiences worth sharing. Let customers do the talking (and the selling).

**UGC keeps winning -
Kenyans became
brand evangelists**



Going into 2026...

**HAVE A HEALTHY
DISREGARD
FOR THE IMPOSSIBLE**



ONEPULSE AFRICA

BUILDING FUTURE-READY BRANDS THROUGH INSIGHT-POWERED SOLUTIONS

abby@onepulseafrica.com

info@onepulseafrica.com

