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Increase in global brands, has actually pushed an increase in local brands as well.

Proudly at home, proudly African.

Through the recent rapid influx of global brands entering the market, Africans are noticing the world's appetite in the continent. This has also inspired Africans to start developing their own brands to compete with these international brands.

The result is the increase of entrepreneurship within the increasing opportunities in a market that is not saturated like the rest of the world. Local entrepreneurs are seizing this moment to open their own enterprises and compete internationally as well.

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