



Ride-Hailing Apps in Africa

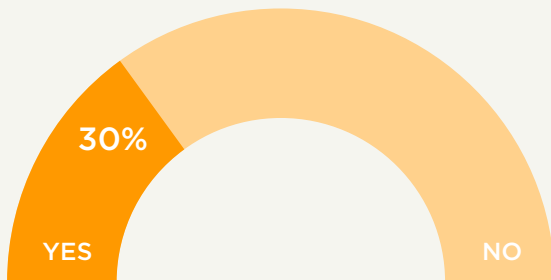
Report based on SagaCube
consumption tracker

July 2024



About 1/3 of Africans have used a ride-hailing app recently

Use of the ride-hailing apps within the last 4 weeks



Did you use a ride hailing app for either car or moto taxi within the last 4 weeks?



Methodology

SagaCube, the consumption habit tracker in Africa

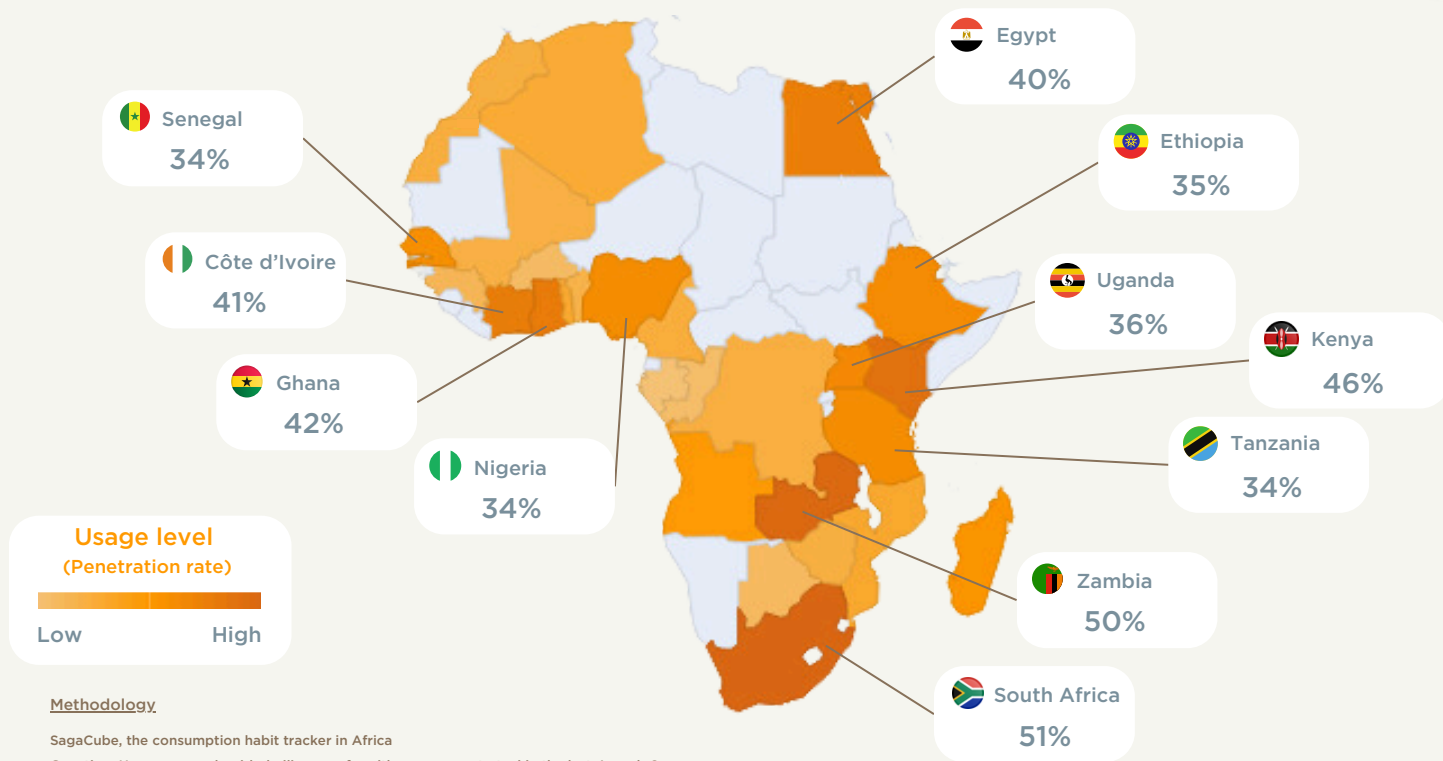
Question: Have you used a ride-hailing app for either car or moto taxi in the last 4 weeks? By using ride hailing app, we mean ordering a ride online via a smartphone application.

Base: Adult population above 18 across 28 African countries, n= 35,198

Period: Jan to June 2024

Strongest penetration in South Africa, Zambia and Kenya

Top markets for ride-hailing usage penetration



Methodology

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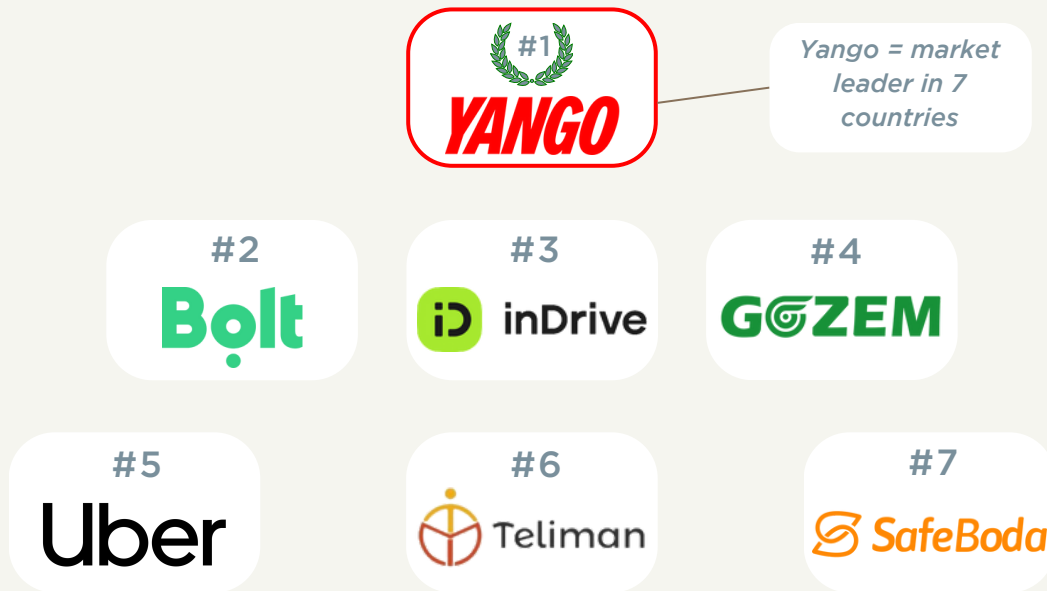
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The Top 7 ride-hailing apps in Africa

Ranking based on # of countries brands are leaders in Africa



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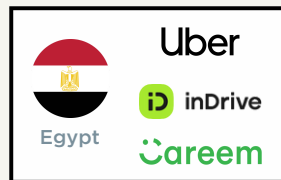
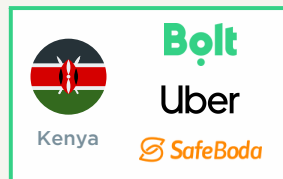
Question: Which ride hailing app did you use in the last 12 months?

Base: Adult population above 18 across 28 African countries, n= 10,814

Period: Jan to June 2024

Bolt leading in 5 of the 10 largest ride-hailing markets

Top ride-hailing apps in key African markets



Methodology

SagaCube, the consumption habit tracker in Africa

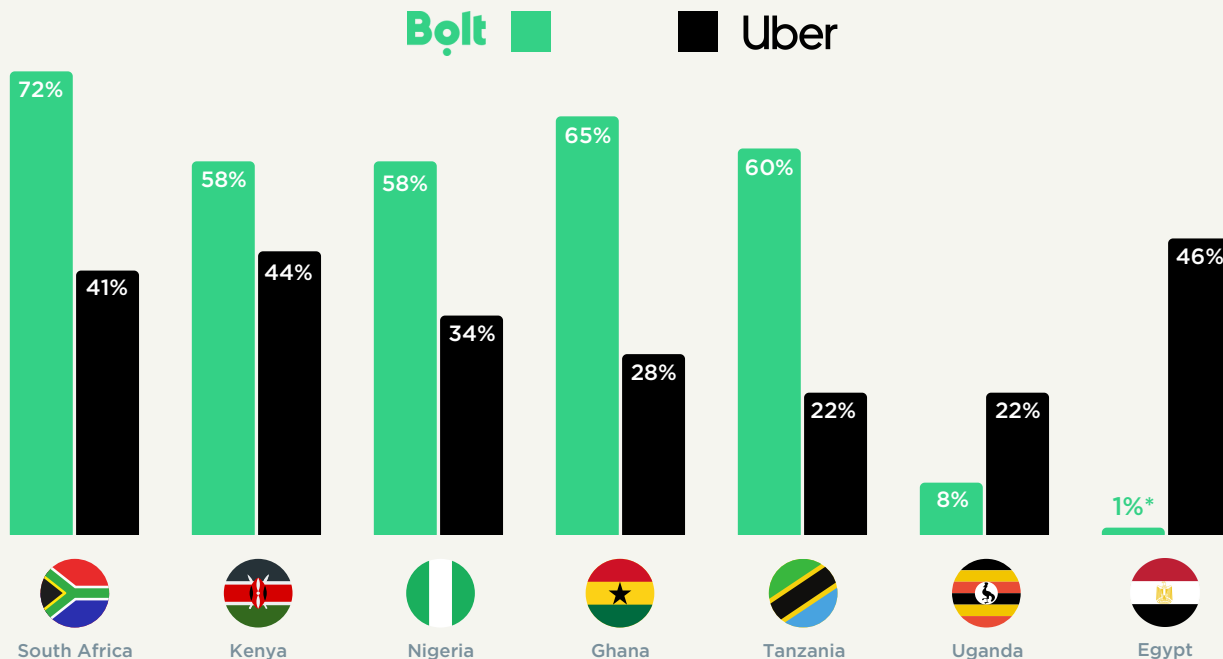
Question: Which ride hailing app did you use in the last 12 months?

Base: Adult population above 18 who have used a ride-hailing app in the last 12 months across 28 African countries, n= 10,814

Period: Jan to June 2024

Bolt & Uber tend to share the largest markets

Bolt leading in 5 of 7 key markets against Uber



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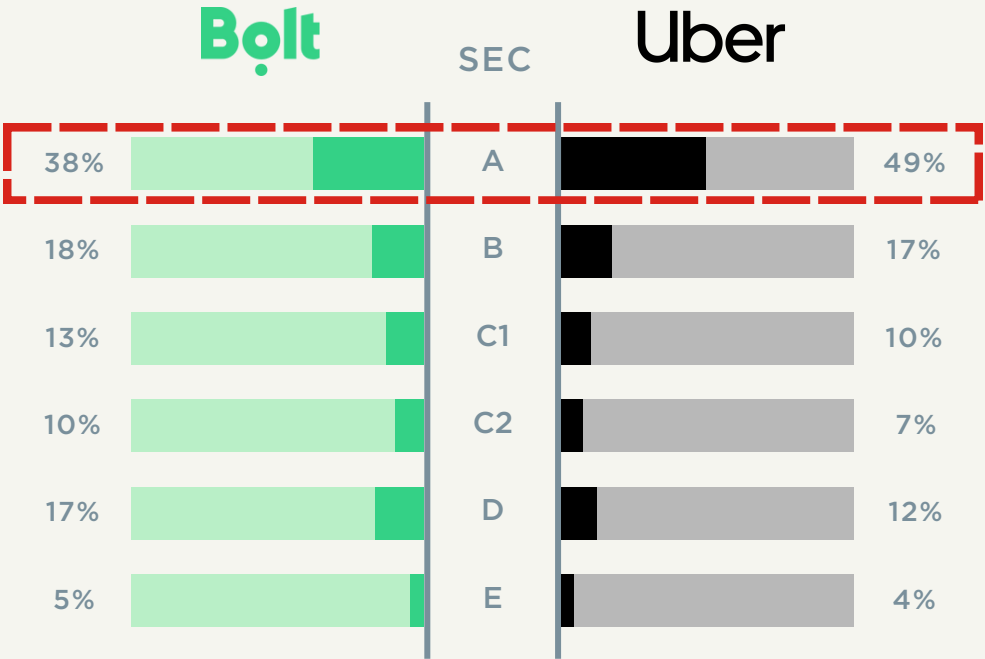
Base: Adult population above 18 who have used a ride-hailing app in the last 12 months across 28 African countries and used the brand in the last 4 weeks

Period: Jan to June 2024

*Bolt market entry Q1 2024

Uber is stronger with upper class users

Bolt vs. Uber users on SEC comparison



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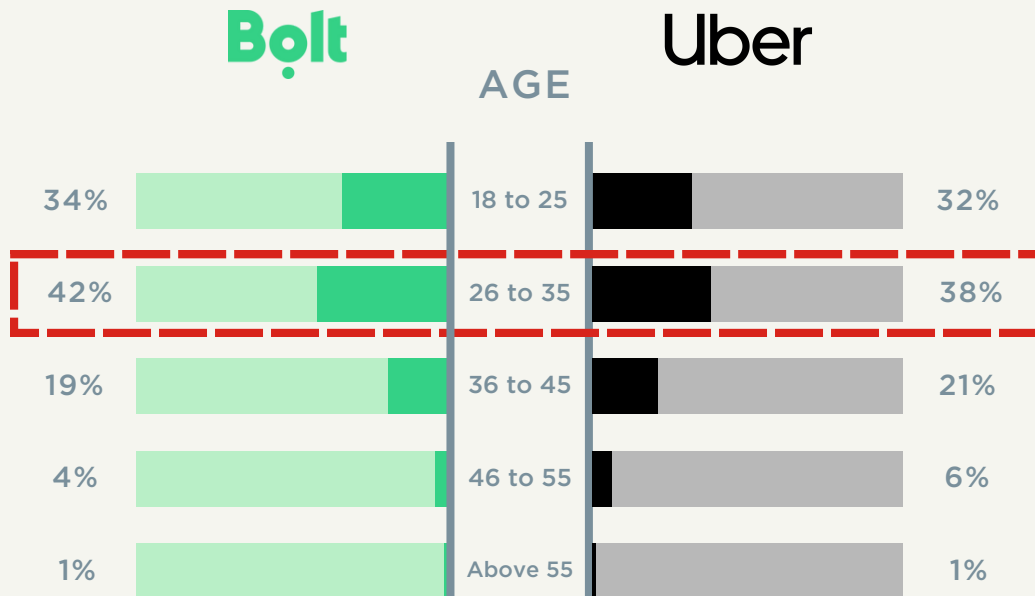
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While Bolt performs better than Uber with the 26-35 users

Bolt vs. Uber users on age comparison



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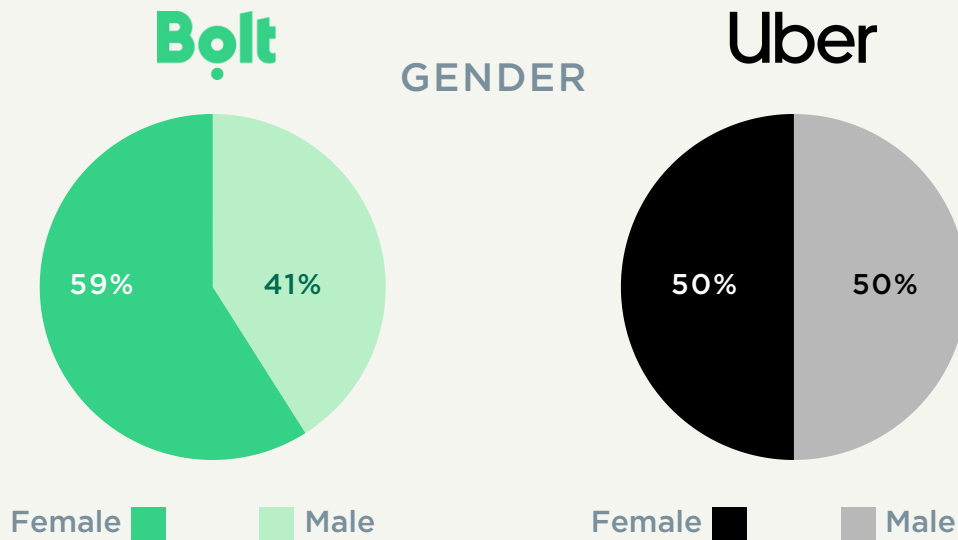
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Bolt stronger with female users than Uber



Bolt vs. Uber users on gender comparison



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Period: Jan to June 2024

Uber users more into online services than Bolt users



Usage of online services among Bolt & Uber users

Bolt ■

■ **Uber**

Made an online purchase
(within the last 6 months)



Use of a meal delivery service
(within the last 3 months)



Methodology

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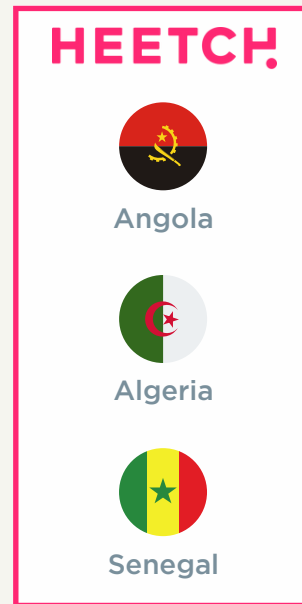
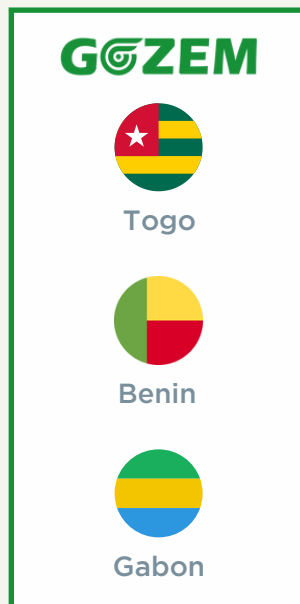
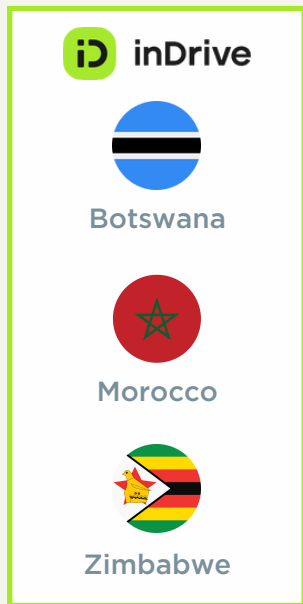
Question: Did you buy something online within the last 6 months? / Did you use a meal delivery service within the last 3 months? By meal delivery service we mean ordering food through a phone app

Base: Adult population above 18 who have used a ride-hailing app in the last 12 months across 28 African countries and used the brand in the last 4 weeks

Period: Jan to June 2024

inDrive, Yango, Gozem, Heetch targeting more niche markets

Top countries by ride-hailing service



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Would you like access to more data
or know more about SagaCube?

Please reach out to us at
contact@sagaciresearch.com