

PREDICTIONS 2025

Senegal Edition

December 2024

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2024 IN RETROSPECT

01

Reflecting on 2024, the majority experienced personal and family challenges, and also viewed it as a difficult year for the country

85%

2024 was a challenging year for Senegal

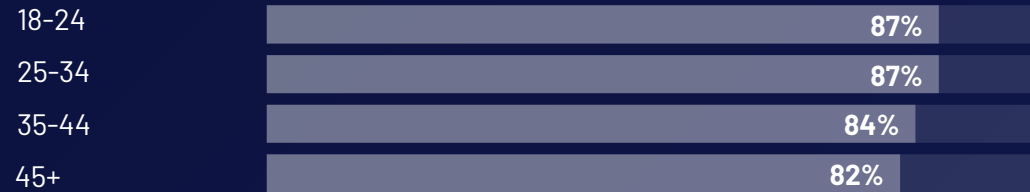
% Agree



By Gender



By Age



By Income Level



77%

2024 was a challenging year for me and my family

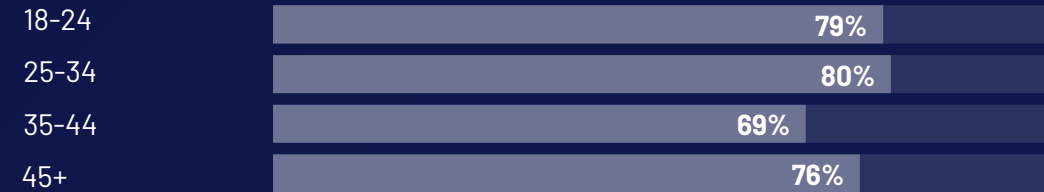
% Agree



By Gender



By Age



By Income Level



OVERALL EXPECTATIONS FOR 2025

02

Despite the challenges, hope persists, with the vast majority expecting a more positive year personally and for the rest of the population

94%

In 2025 people in Senegal will start to feel more optimistic about the long-term future

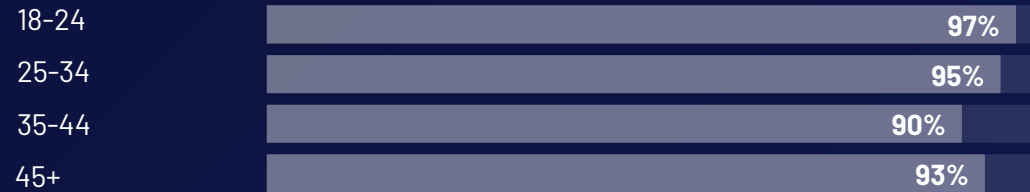
% Agree



By Gender



By Age



By Income Level



89%

I am optimistic that 2025 will be a better year for me than it was in 2024

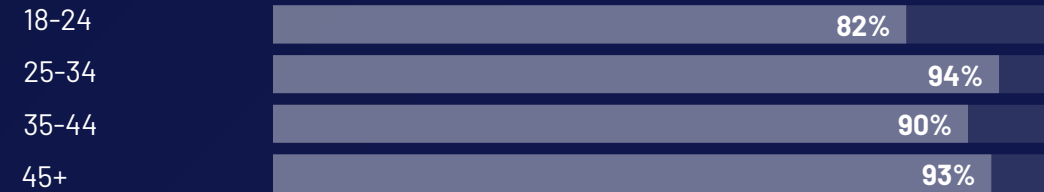
% Agree



By Gender



By Age



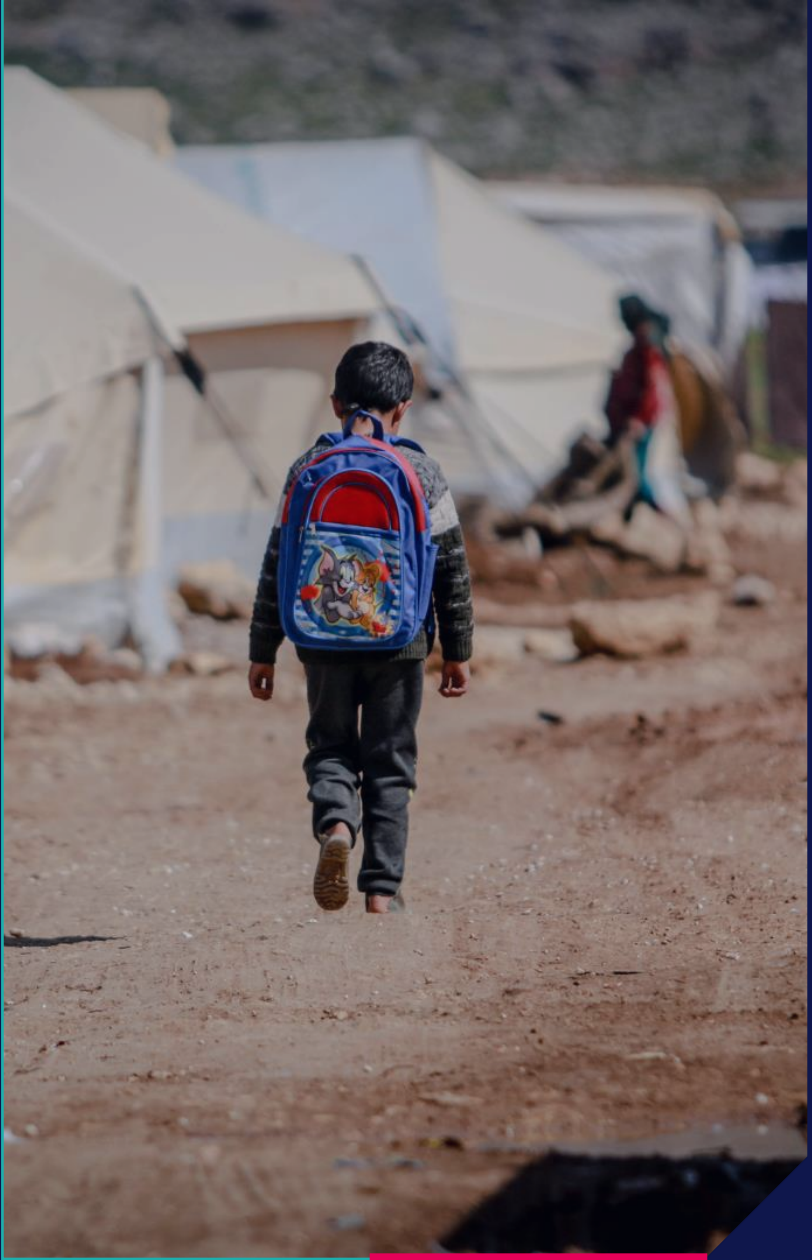
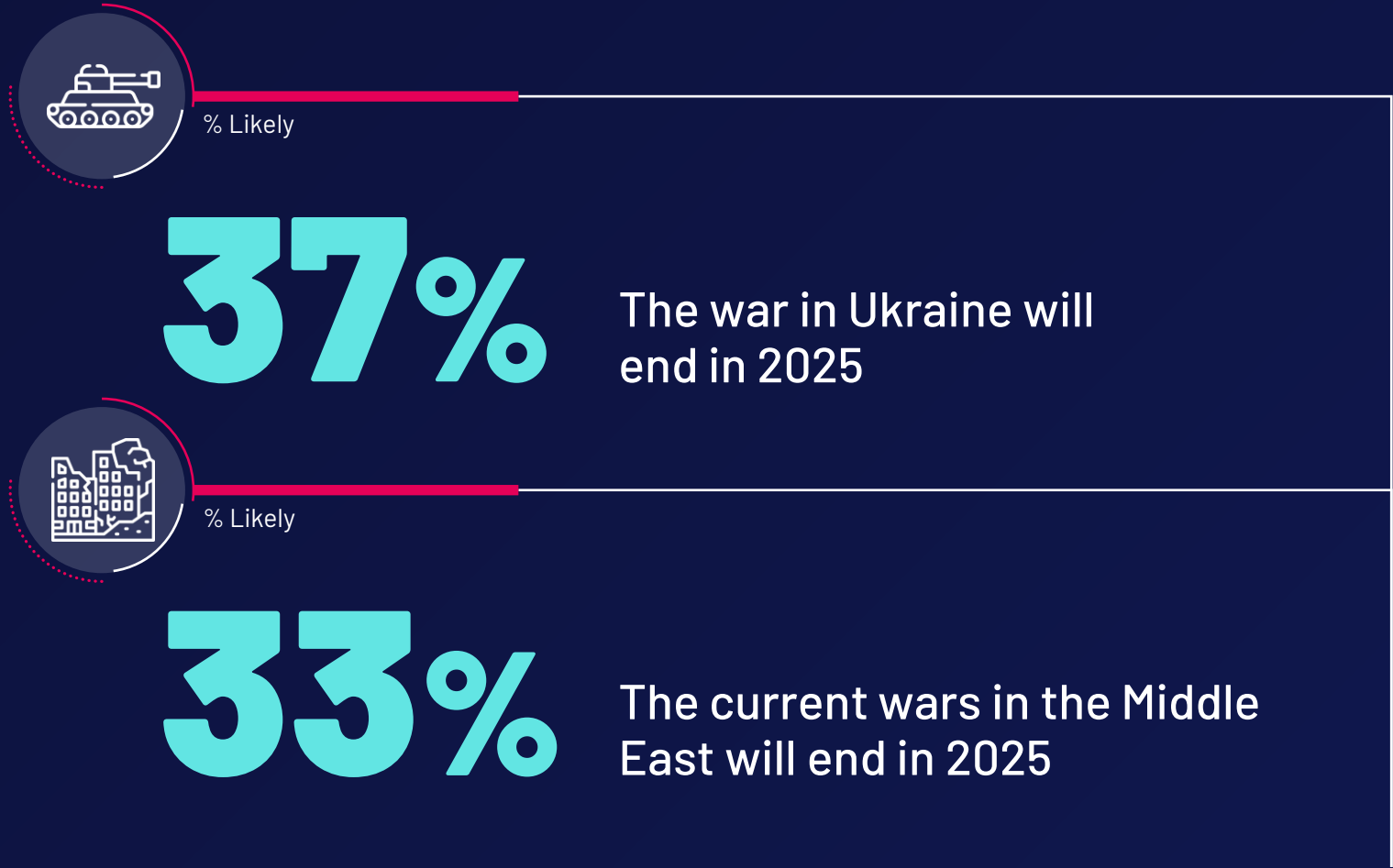
By Income Level



EXPECTATIONS FOR WORLD AFFAIRS IN 2025

03

Regarding global matters, some are optimistic about the ongoing wars in Ukraine and the Middle East ending in 2025



However, others are concerned about escalating tensions between Iran and Israel as well as the use of nuclear weapons somewhere in the world



% Likely

39%

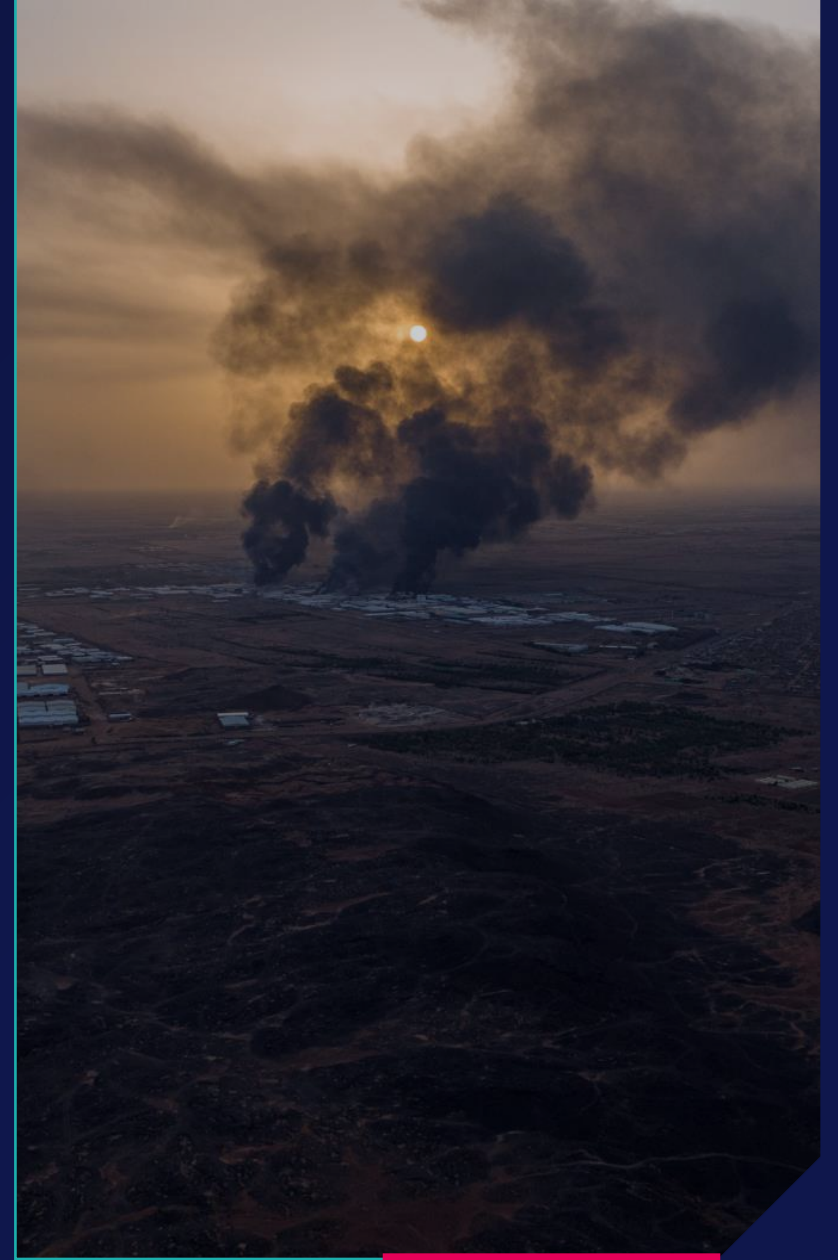
A large-scale armed conflict will erupt between Iran and Israel in 2025



% Likely

25%

Nuclear weapons will be used in a conflict somewhere in the world



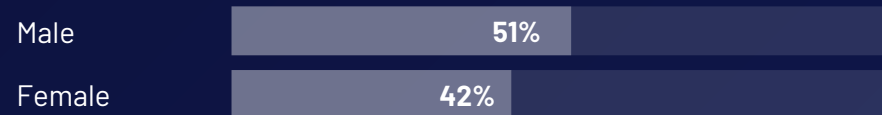
Considering previous concerns, many anticipate possible disruptions to food supplies

% Likely

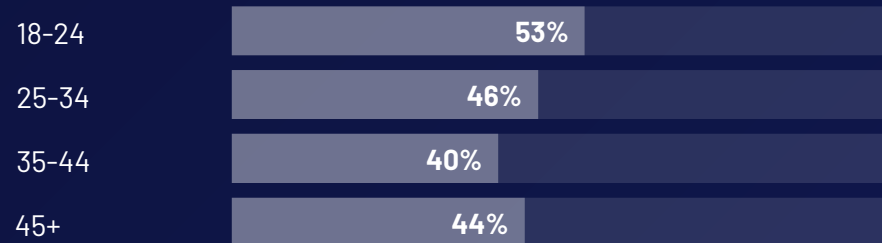
47%

Regional conflicts will disrupt food supplies to Senegal

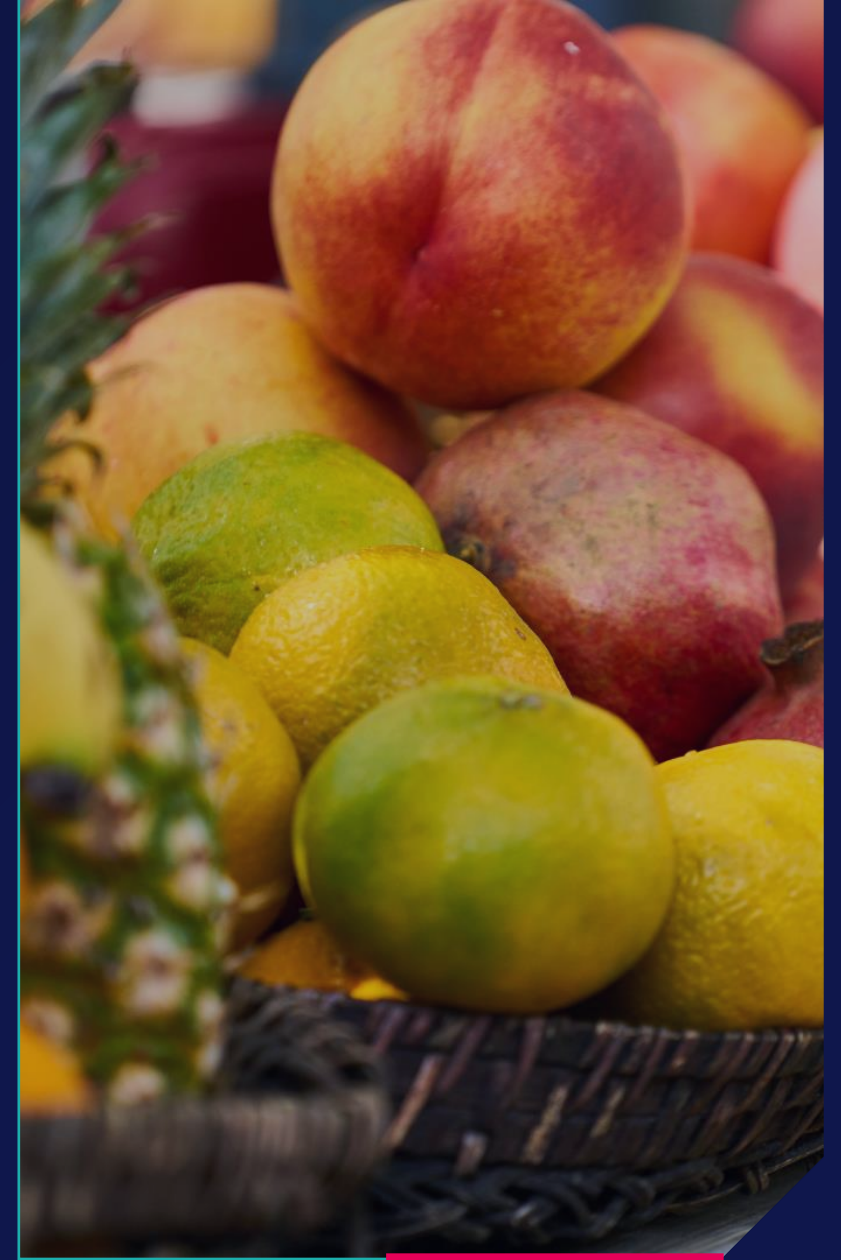
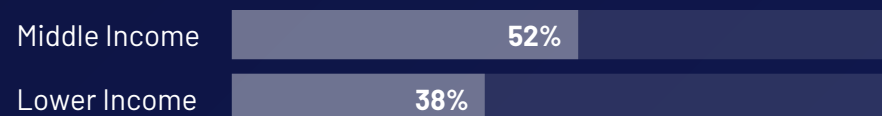
By Gender



By Age



By Income Level



EXPECTATIONS FOR SOCIETY IN 2025

04

In terms of societal outlook, people expect an increase in expats moving to Senegal next year, while only a minority anticipate a potential decrease in total population size

59%

There will be a significant increase in the number of expats who will choose to move to Senegal in 2025

% Likely



By Gender



By Age



By Income Level



22%

The total population size of Senegal will fall

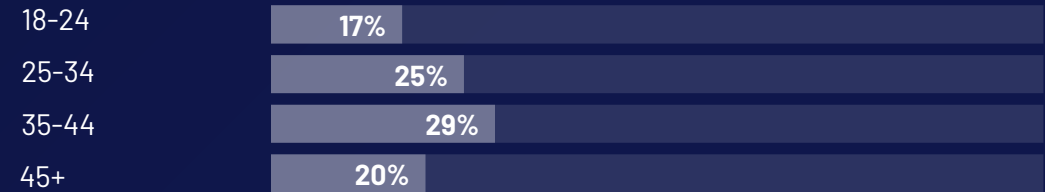
% Likely



By Gender



By Age



By Income Level



Regarding family dynamics, the majority predict a rise in divorce rates

% Likely

86%

Divorce rates will increase in Senegal

By Gender



By Age



By Income Level



Optimism about societal progress is high, with expectations for more women leaders and better pay equality



% Likely

86%

Senegal will see an increase in the participation of women in politics and leadership roles



% Likely

72%

Women will be paid the same as men for the same work



Expectations for gender equality and leadership

% Likely - by demographics



Senegal will see an increase in the participation of women in politics and leadership roles

Women will be paid the same as men for the same work

Male	83%	71%
Female	90%	73%
18 - 24	89%	77%
25 - 34	81%	73%
35 - 44	88%	62%
45+	87%	72%
Middle Income	84%	69%
Lower Income	87%	71%

Building on the optimism for societal progress, there is strong confidence that Senegal will adopt stricter laws against human trafficking in 2025

% Likely

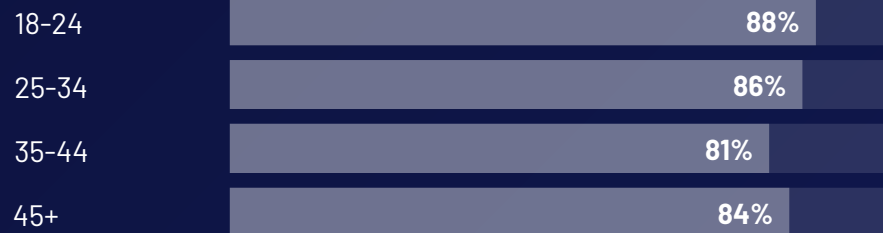
85%

Senegal will adopt stricter laws against human trafficking in 2025

By Gender



By Age



By Income Level



EXPECTATIONS FOR HEALTH IN 2025

05

The outlook on health is positive, with strong expectations of improvements in both physical and mental well-being



% Agree

96%

My mental health will be better in 2025 than it was in 2024



% Agree

96%

My physical health will be better in 2025 than it was in 2024



On broader health issues, many are optimistic about discovering a cancer cure, yet some are concerned about the emergence of another pandemic



% Likely

56%

We will find a cure for cancer



% Likely

35%

There will be a new global pandemic caused by a new virus



EXPECTATIONS FOR THE ECONOMY IN 2025

06

Optimism for global economic growth by 2025 is strong, both for the local and global income

89%

The global economy will be stronger in 2025 than it was in 2024

% Agree



By Gender



By Age



By Income Level



87%

The economy in Senegal will be stronger in 2025 than it was in 2024

% Agree



By Gender



By Age



By Income Level



While optimism about the economy is strong, people anticipate financial challenges, including prices outpacing incomes and increases in taxes, interest rates as well as inflation

% Likely

74%

Prices in Senegal will increase faster than people's incomes



66%

Taxes in Senegal will be higher in 2025 than in 2024



52%

Interest rates in Senegal will be higher in 2025 than in 2024



51%

Inflation in Senegal will be higher in 2025 than in 2024



Economic expectations

% Likely - by demographics



Prices in Senegal will increase faster than people's incomes

Taxes in Senegal will be higher in 2025 than in 2024

Interest rates in Senegal will be higher in 2025 than in 2024

Inflation in Senegal will be higher in 2025 than in 2024

	74%	66%	52%	51%
Male	74%	69%	51%	55%
Female	75%	64%	53%	47%
18 - 24	70%	70%	43%	52%
25 - 34	79%	70%	55%	50%
35 - 44	75%	65%	55%	54%
45+	73%	58%	61%	48%
Middle Income	77%	66%	48%	42%
Lower Income	70%	64%	59%	53%

Predictions indicate worries about employment, as many expect it to be tougher to secure jobs and anticipate higher unemployment rates

51%

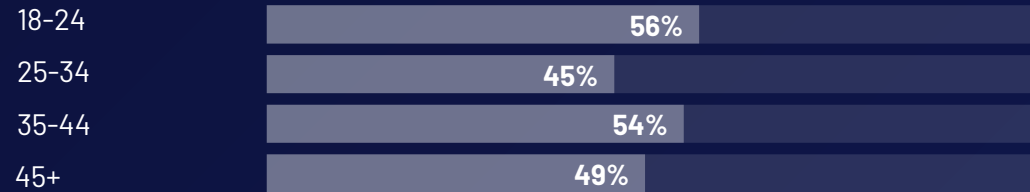
It will be more difficult to find a job in Senegal in 2025 than it was in 2024

% Likely

By Gender



By Age



By Income Level



49%

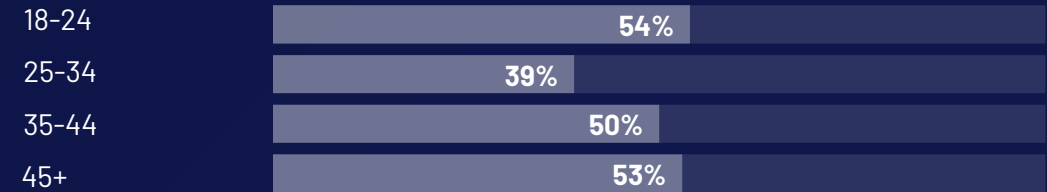
Unemployment in Senegal will be higher in 2025 than in 2024

% Likely

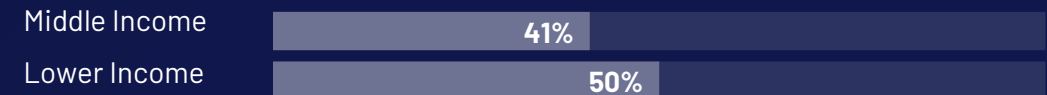
By Gender



By Age



By Income Level



Despite these challenges, expectations indicate an optimistic view of personal financial health

% Likely

82%

My personal financial situation will improve in 2025

By Gender



By Age



By Income Level



Also, many foresee a thriving investment scene, with some planning major purchases



% Likely

87%

Senegal's energy sector will attract large foreign investments in 2025



% Likely

80%

The economic environment in Senegal will be better for investment in 2025 than it was in 2024



% Likely

46%

I will make a major purchase (e.g. house, car) in 2025

Outlook on investment and major purchases

% Likely - by demographics



	Senegal's energy sector will attract large foreign investments in 2025	The economic environment in Senegal will be better for investment in 2025 than it was in 2024	I will make a major purchase (e.g. house, car) in 2025
Male	91%	81%	46%
Female	82%	79%	47%
18 - 24	89%	86%	24%
25 - 34	91%	77%	57%
35 - 44	80%	79%	60%
45+	85%	76%	56%
Middle Income	91%	78%	51%
Lower Income	83%	80%	47%

When it comes to the housing market, individuals expect demand to rise alongside increasing costs

84%

The demand for housing in Senegal will be higher in 2025 compared to 2024

% Likely



By Gender



By Age



By Income Level



67%

The cost of renting/buying a home in Senegal will continue to increase in 2025

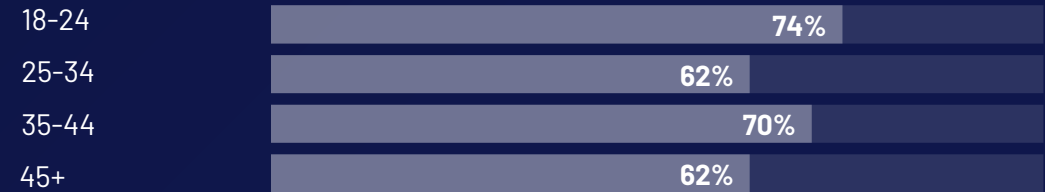
% Likely



By Gender



By Age



By Income Level



07

**EXPECTATIONS
FOR THE
WORKPLACE
IN 2025**

While many anticipate greater flexibility in work arrangements, only a minority expect businesses to implement a four-day work week



% Likely

60%

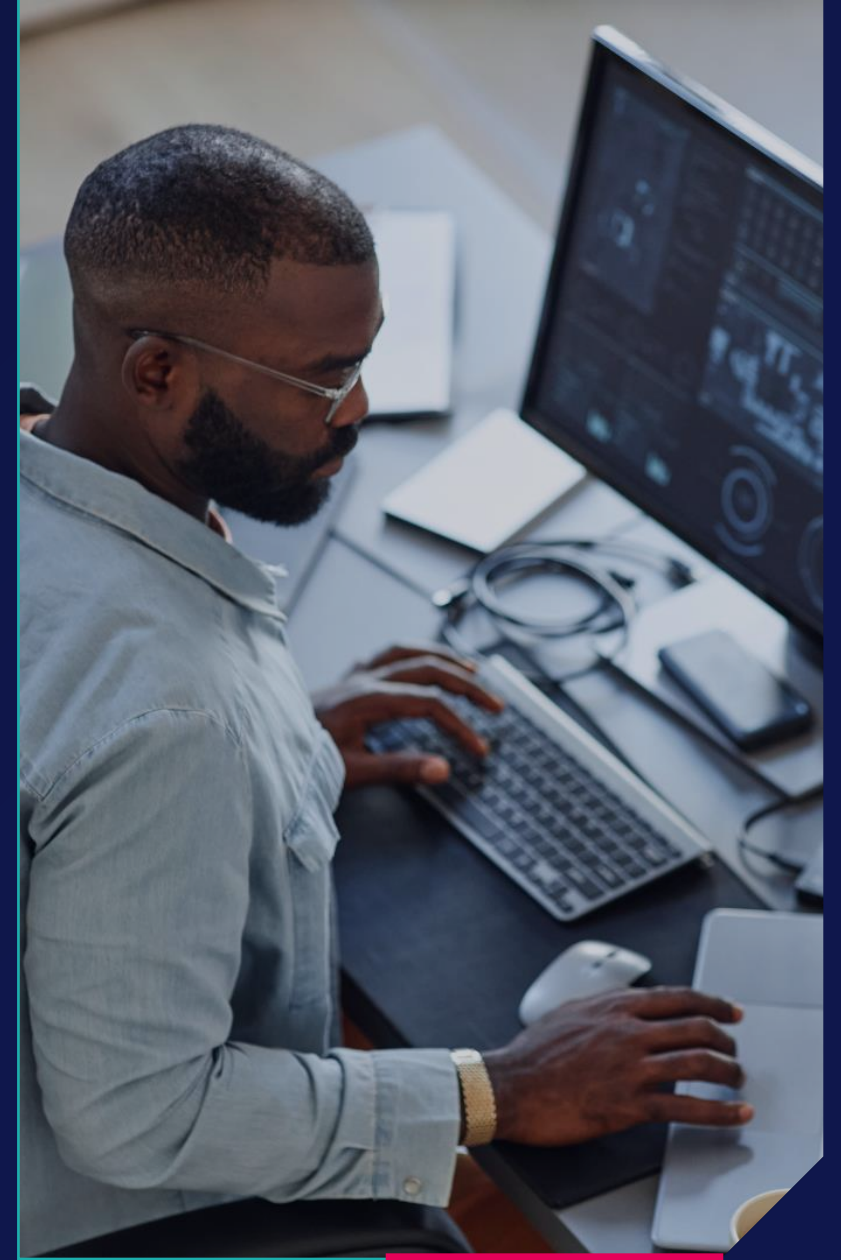
Businesses in Senegal will offer employees more flexibility in work arrangements compared to 2024



% Likely

25%

It will become normal for businesses in my country to implement a four-day working week



Predictions for the workplace

% Likely - by demographics



60%

Businesses in Senegal will offer employees more flexibility in work arrangements compared to 2024



25%

It will become normal for businesses in my country to implement a four-day working week

Male	64%	28%
Female	55%	22%
18 - 24	71%	38%
25 - 34	59%	20%
35 - 44	52%	23%
45+	50%	14%
Middle Income	71%	19%
Lower Income	48%	23%

EXPECTATIONS FOR TRAVEL IN 2025

08

Tourism growth is expected, where the majority anticipate more visitors to Senegal in the coming year

% Likely

77%

More tourists will enter Senegal in 2025 compared to 2024

By Gender



By Age



By Income Level



09

EXPECTATIONS FOR THE ENVIRONMENT IN 2025

People predict significant changes related to the environment, including increased temperatures and more extreme weather

% Likely

63%

Average global temperatures will increase



53%

Parts of my country will become unlivable because of an extreme weather event



49%

Severe turbulence during flights will become more frequent and intense due to climate change



46%

There will be more extreme weather events in Senegal in 2025 than there were in 2024



However, many expect government initiatives, including stricter carbon reduction goals and new driving restrictions to address emissions



% Likely

70%

The government in Senegal will introduce more demanding targets to reduce carbon emissions more quickly



% Likely

44%

There will be more restrictions introduced to reduce the amount people drive in their cars in Senegal



In line with efforts to tackle environmental challenges, People anticipate a shift toward sustainability



% Likely

79%

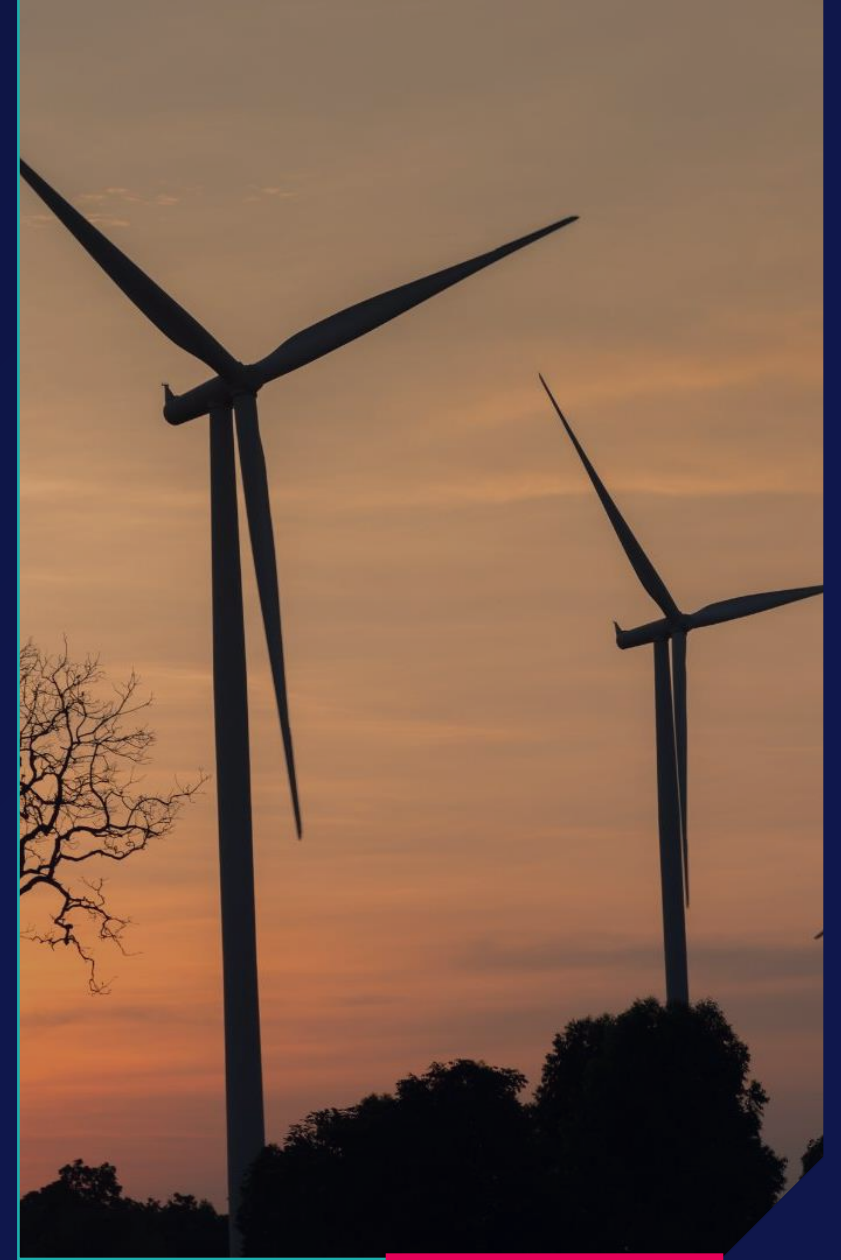
Senegal will primarily rely on alternative energy sources for its energy needs



% Likely

50%

Electric vehicles will become the primary mode of transportation for most people in Senegal



There is also anticipation for innovation, where people expect a technological breakthrough to address climate change

% Likely

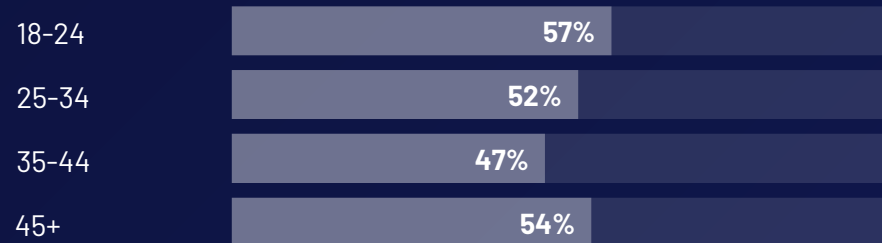
54%

There will be a breakthrough technology developed which will halt climate change

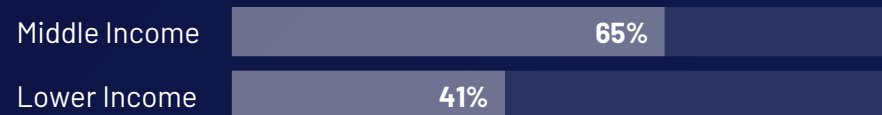
By Gender



By Age



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2025

10

Technology is set to reshape social lives, with the majority expecting more online interactions, though some plan to limit social media use



% Likely

92%

People in Senegal will spend more time socializing online than face-to-face



% Likely

34%

Many more people will live their lives in virtual worlds



% Likely

34%

I will use social media less



Predicted impact of technology on social interaction

% Likely - by demographics



People in Senegal will spend more time socializing online than face-to-face

Many more people will live their lives in virtual worlds

I will use social media less

	92%	34%	34%
	People in Senegal will spend more time socializing online than face-to-face	Many more people will live their lives in virtual worlds	I will use social media less
Male	93%	33%	40%
Female	90%	36%	28%
18 - 24	95%	30%	35%
25 - 34	93%	38%	37%
35 - 44	88%	36%	33%
45+	87%	35%	30%
Middle Income	97%	27%	26%
Lower Income	87%	43%	34%

With the increase in digital interactions, there is concern over cybersecurity, as many expect more frequent cyberattacks

% Likely

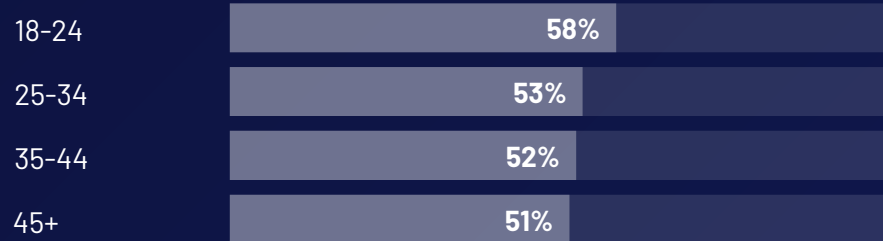
54%

Cyberattacks will increase in frequency in Senegal in 2025 compared to 2024

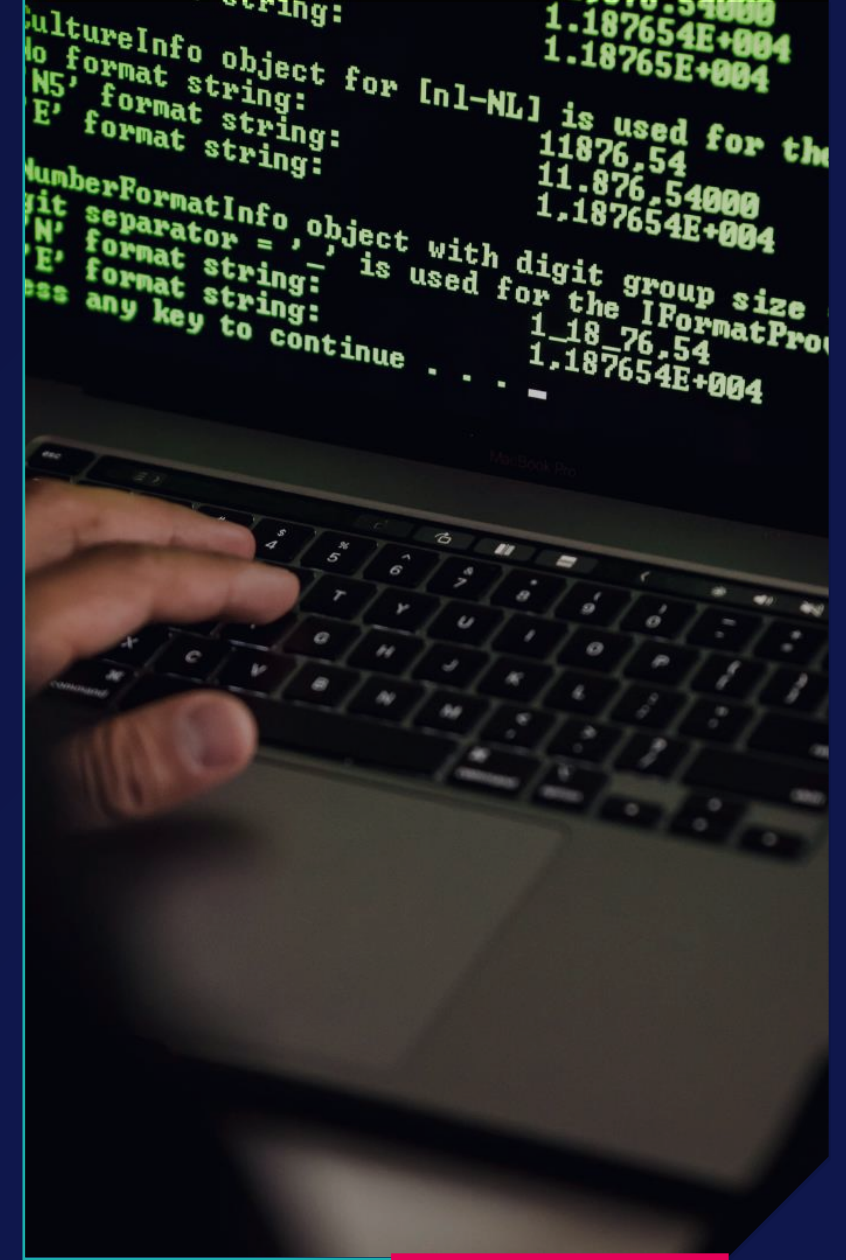
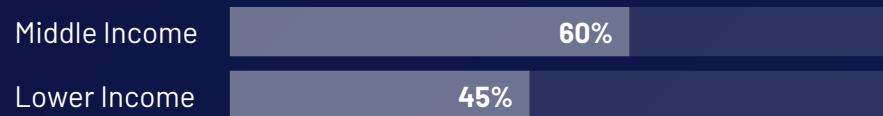
By Gender



By Age



By Income Level



Focusing on the future of commerce and technology, the majority expect a digital shift, with online shopping and digital payments becoming widespread

85%

Digital payment methods will almost entirely replace cash in Senegal

% Likely



By Gender

Male	86%
Female	84%

By Age

18-24	82%
25-34	88%
35-44	86%
45+	85%

By Income Level

Middle Income	84%
Lower Income	85%

82%

People in Senegal will spend more money online than in physical stores in 2025

% Likely



By Gender

Male	84%
Female	81%

By Age

18-24	82%
25-34	84%
35-44	86%
45+	77%

By Income Level

Middle Income	84%
Lower Income	80%

In terms of AI and employment, people expect AI to both create employment opportunities and cause job losses

54%

Artificial intelligence will lead to many new jobs being lost in Senegal

% Likely

By Gender



By Age



By Income Level

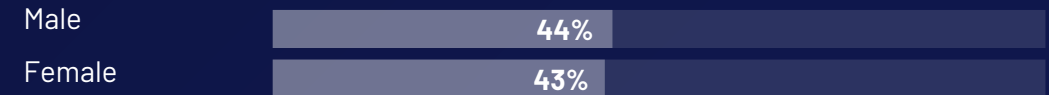


43%

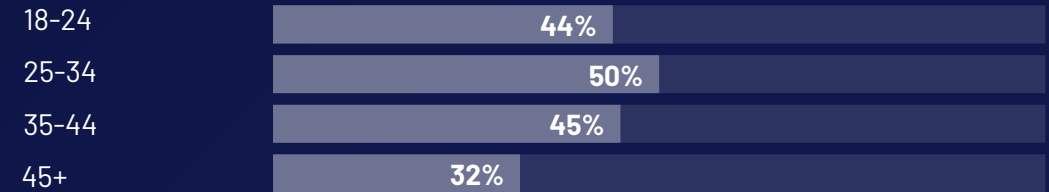
Artificial intelligence will lead to many new jobs being created in Senegal

% Likely

By Gender



By Age



By Income Level



As for tech giants, the majority anticipate stricter government regulations to address their growing power

% Likely

76%

Strict rules for large technology companies will be introduced by the Government in Senegal

By Gender



By Age



By Income Level



PAST & FUTURE RESOLUTIONS

11

Looking at the past year, the majority began the year with clear intentions to accomplish specific goals

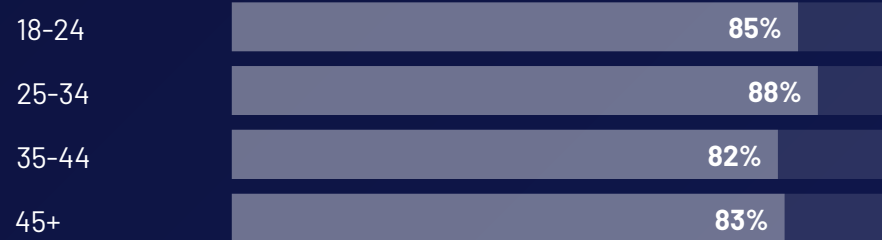
85%

Had set resolutions for things they wanted to accomplish in 2024

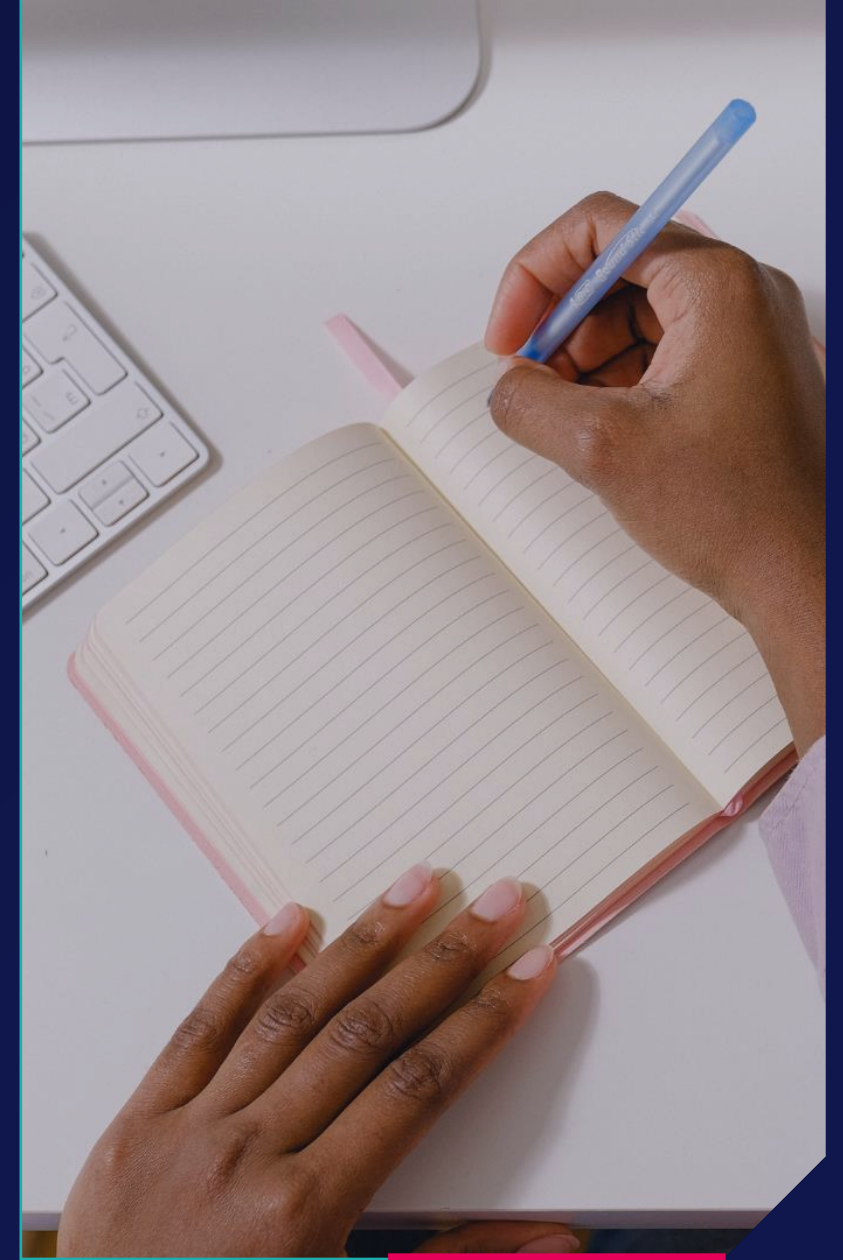
By Gender



By Age



By Income Level



Yet, the success rate in achieving resolutions varied. A small minority achieved full success, while many made significant progress. However, a considerable portion experienced minimal to no success in reaching their goals

Success in achieving 2024 goals set

3%

Completely successful:
full achievement of
goals



43%

Somewhat successful:
significant progress
made, but goals weren't
fully achieved



32%

Somewhat
unsuccessful: minimal
progress made



22%

Not at all successful:
complete failure to
achieve goals



As we approach 2025, more individuals are planning to set resolutions, showing an increased interest in personal development

93%

Will set personal resolutions to accomplish specific goals in 2025

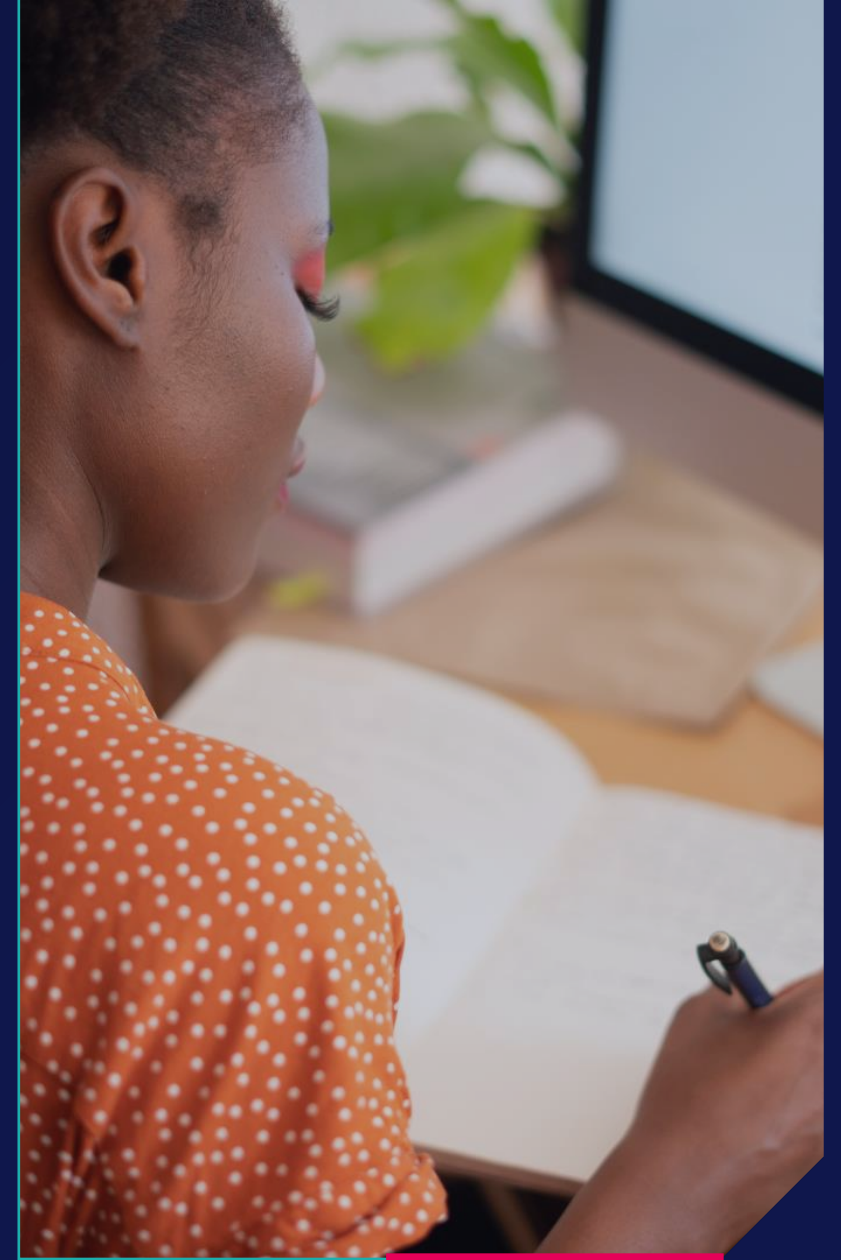
By Gender



By Age

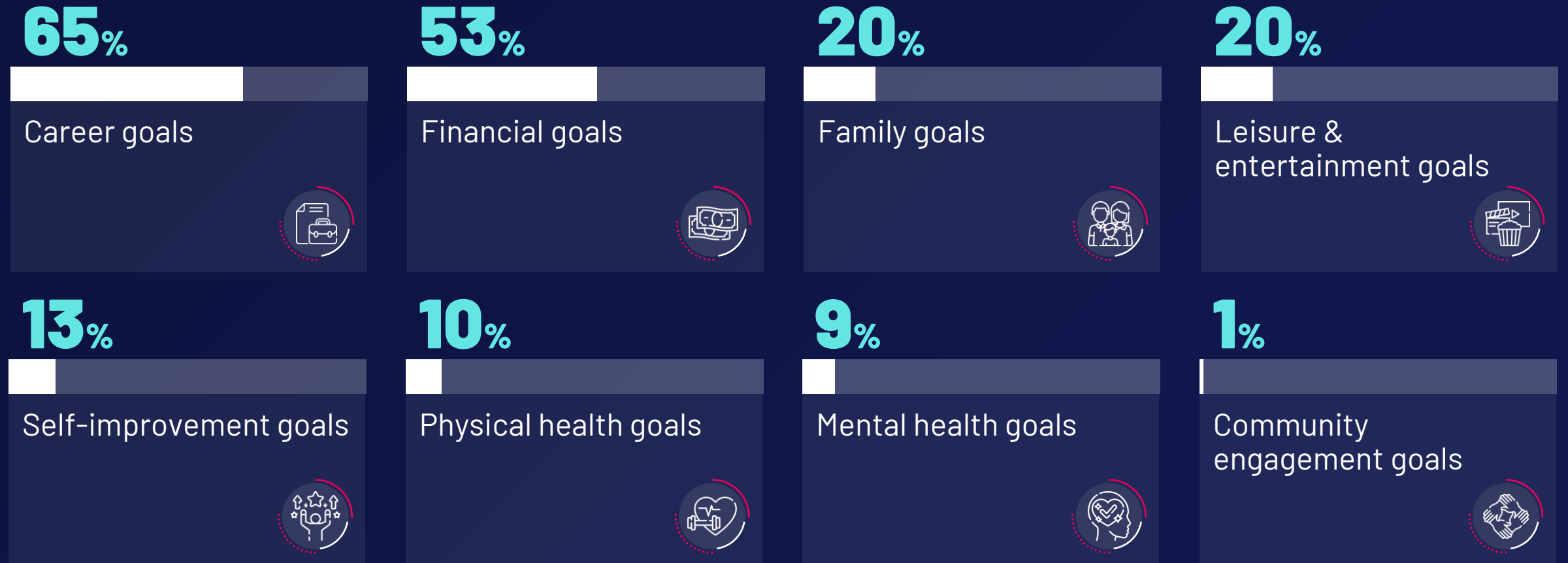


By Income Level



Goals for 2025 show diversity, where career and financial objectives top the list

Types of personal goals for 2025



Sample and methodology

Sample size

500 respondents

Sample criteria

General public: ages 18+, middle- & lower-income groups

Methodology

Study conducted through CAPI (Computer aided personal interviews)

Geographical coverage

Dakar only, in the five departments: Dakar, Pikine, Rufisque, Guédiawaye and Keur Massar

FOR MORE INFORMATION

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