

## SAUTI USER INSIGHTS QUARTERLY REPORT

October - December (Q4) 2021

[Sauti's trade and market information platforms](#) in Kenya, Uganda, Rwanda and Tanzania have been operating since 2017. This report shows user behaviour insights from Sauti's mobile information platform based on usage between 1 October to 31 December, 2021.

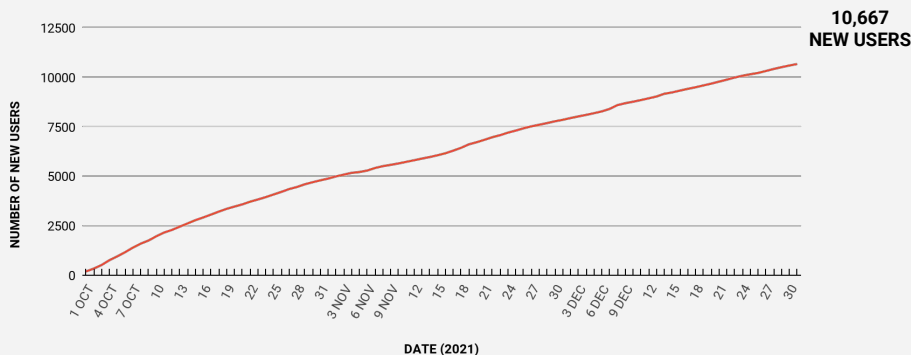
2021 Q4 saw **10,667** new users access all our regional platforms. Our Kenyan platform saw the majority of growth. For any questions on our data please contact [info@sautiafrica.org](mailto:info@sautiafrica.org).

### Key Insight

Since our [Q2-Q3 2021 Report](#), trade within domestic markets has decreased in Tanzania by 5 percentage points to 81% while the country's cross-border trade has increased by 5 percentage points up to 19%

### Total New Users Over Time

Between the 1st of October and the 31st of December 2021, 10,667 new users have accessed Sauti's information platform, with the total number of users at 68,016.



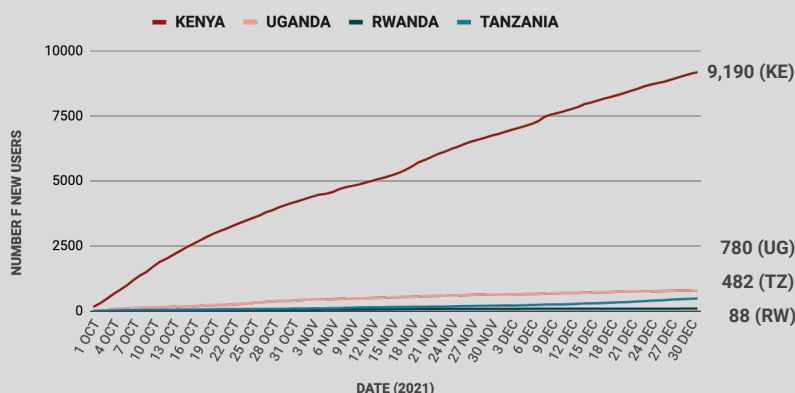
**10,667**

New Users

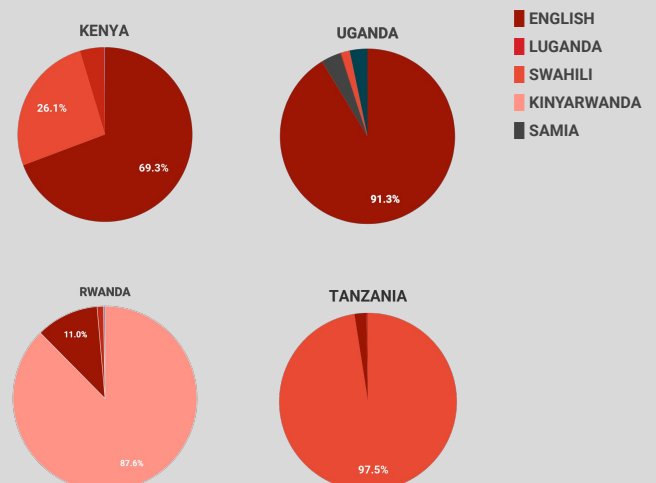
**68,016**

Total Users-to-Date

### New Users

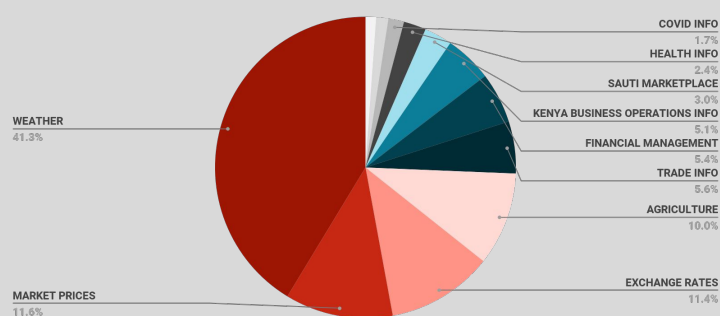


### Breakdown of Language Selection

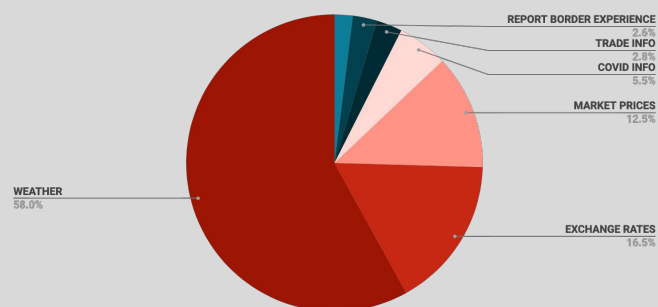


# Most Popular Information Features

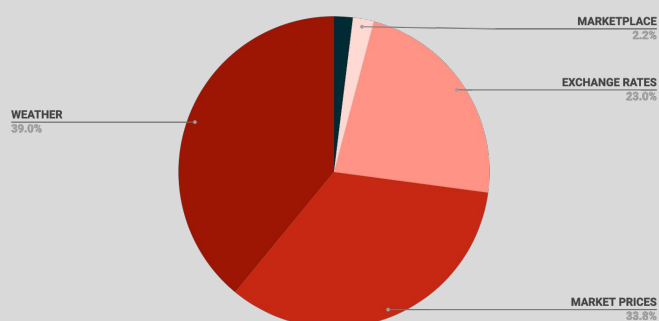
Kenya



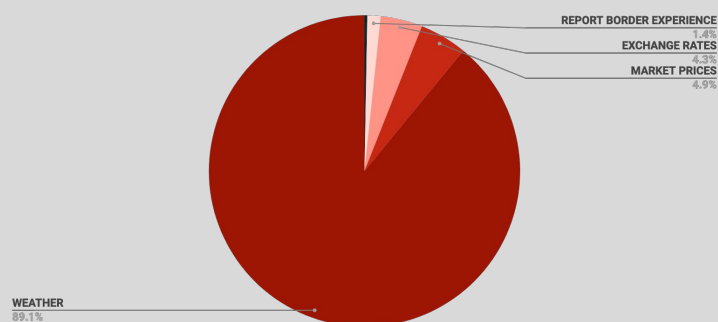
Uganda



Rwanda



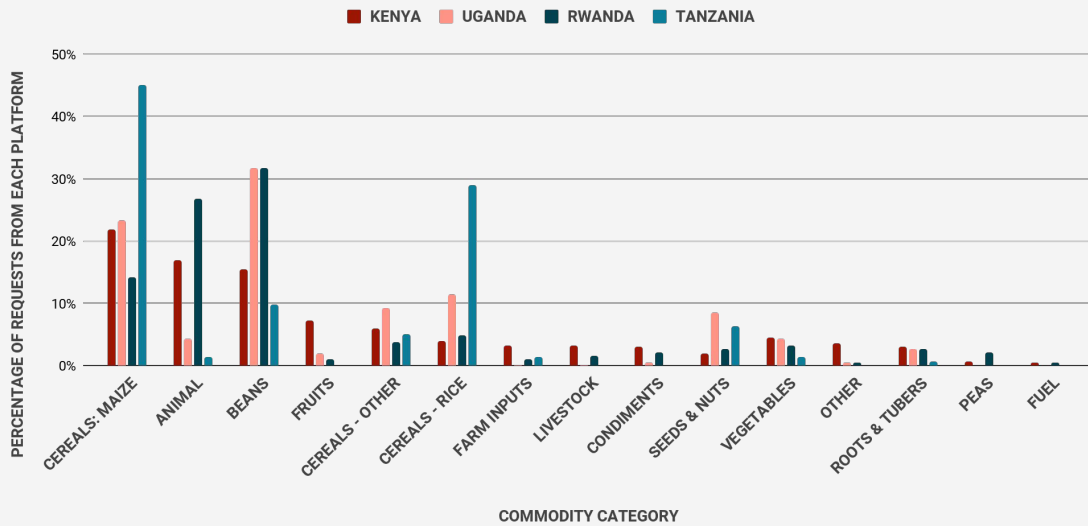
Tanzania



# Market Data Insights

## Most Requested Product Categories

The categories below show the top 98 percent of commodity categories requested for each country. The remaining commodity categories with fewer requests are not shown on the graph.



## Top Three Requested Products by Country

### Kenya

- 1 DRY MAIZE (19%)
- 2 ANIMAL PRODUCTS (17%)
- 3 BEANS (17%)

(n = 4,722)

### Uganda

- 1 BEANS (32%)
- 2 DRY MAIZE (23%)
- 3 RICE (11%)

(n = 1,270)

### Rwanda

- 1 BEANS (32%)
- 2 ANIMAL PRODUCTS (27%)
- 3 DRY MAIZE (14%)

(n = 142)

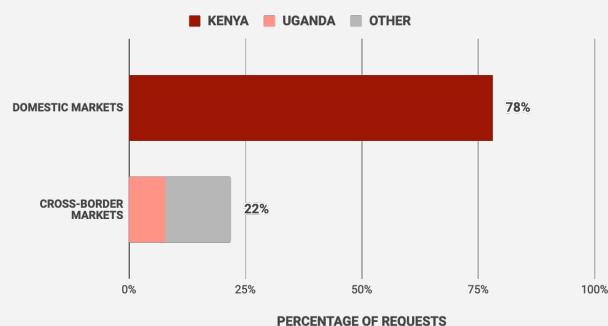
### Tanzania

- 1 DRY MAIZE (45%)
- 2 RICE (29%)
- 3 BEANS (10%)

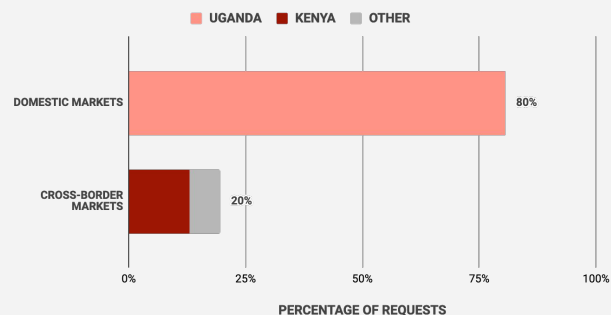
(n = 182)

## Requests for Commodity Prices in Cross-Border Markets<sup>†</sup>

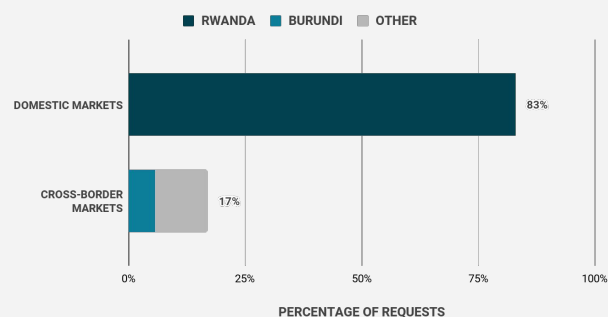
### Kenya



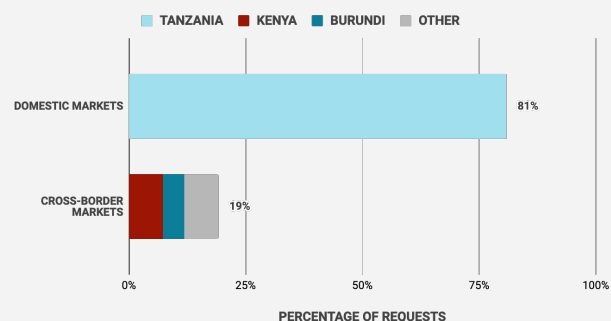
### Uganda



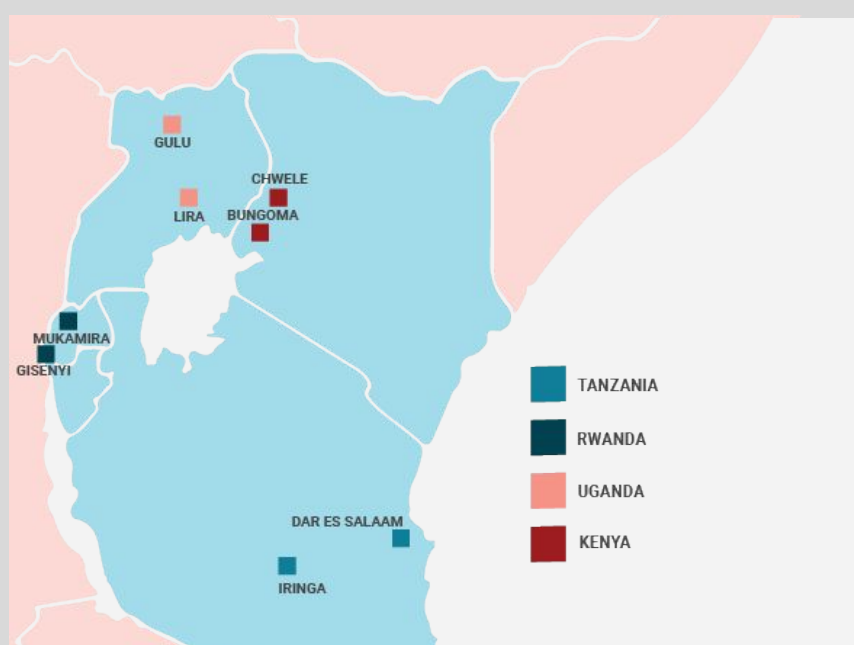
### Rwanda



### Tanzania

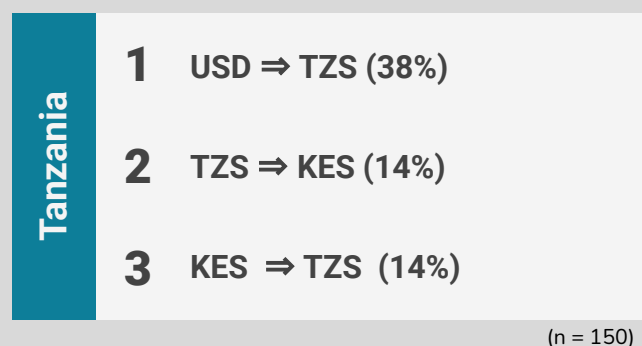
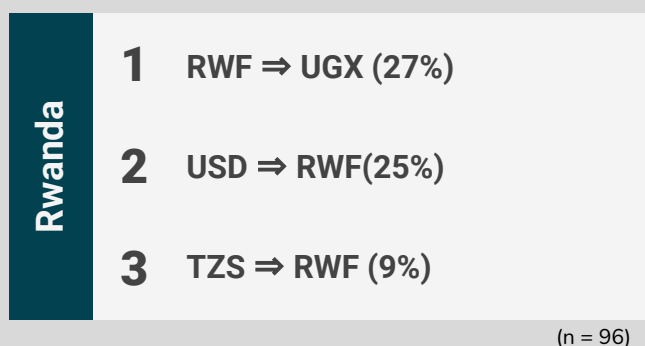
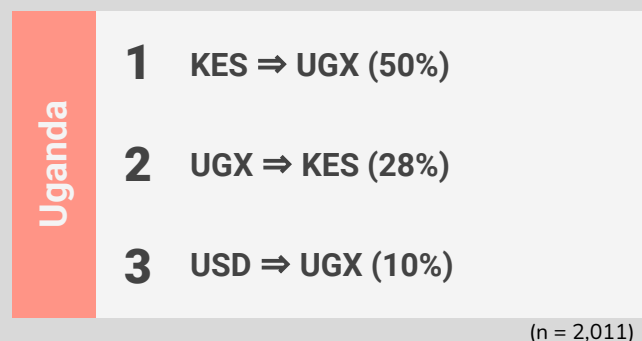
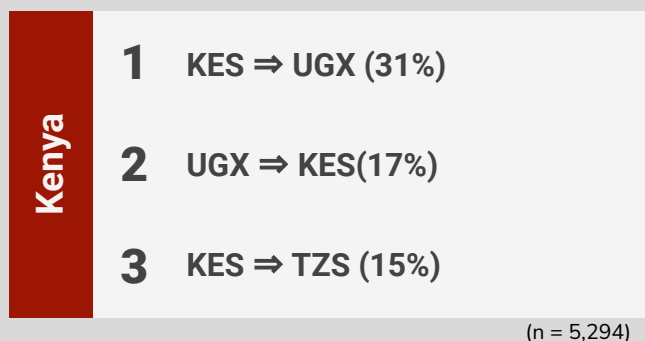


## Top Two Requested Markets for Commodity Prices in Each Platform<sup>†</sup>

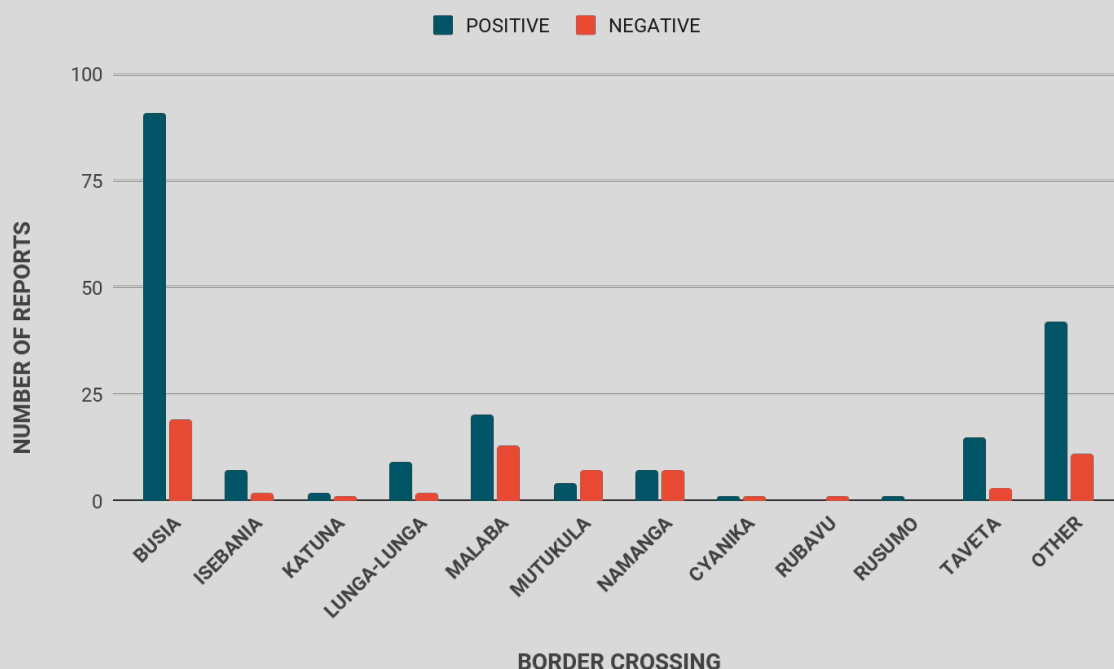


<sup>†</sup>Indicated figures represent information requests weighted by user and by option set. This weighting standardizes the impact of high frequency users and maximizes the accurate representation of each users behavior.

## Top Requested Exchange Directions by Country\*



## Border Experience Reports from All Platforms



\*Percentages reflect the proportion of all user requests for exchange rates in the respective country.



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#### **ABOUT SAUTI**

Sauti East Africa provides trade and market information services that empower cross-border traders in East Africa to trade legally, profitably, and safely.