

SAUTI USER INSIGHTS QUARTERLY REPORT

January - March (Q1) 2022

[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 January to 31 March, 2022.

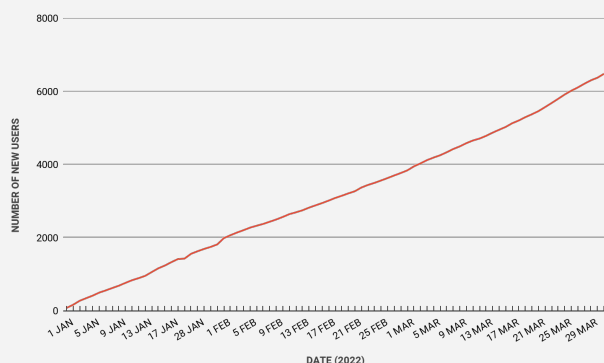
2022 Q1 saw **6,474** new users access all our regional platforms. Our Kenyan platform saw the majority of growth. For any questions on our data please contact info@sautiafrica.org.

Key Insight

Since our [Q3-Q4 2021 Report](#), the cross-border trade from Kenya remains unchanged, however, cross-border trade from Ugandan and Tanzanian traders has decreased by 4 and 5 percentage points, respectively.

Total New Users Over Time

Between the 1st of January to the 31st of March 2022, 6,474 new users have accessed Sauti's information platform, with the total number of users at 70,013.



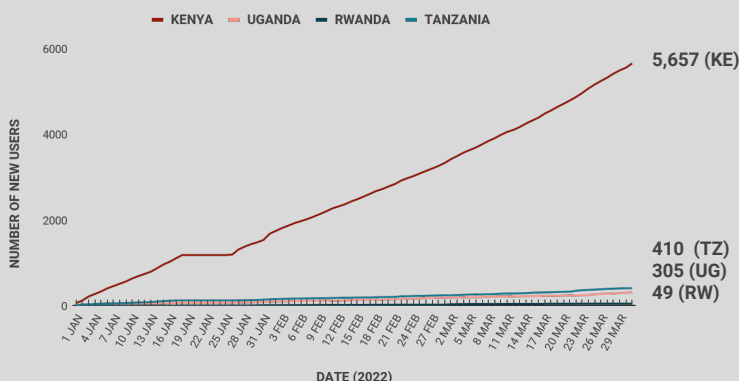
6,474

New Users

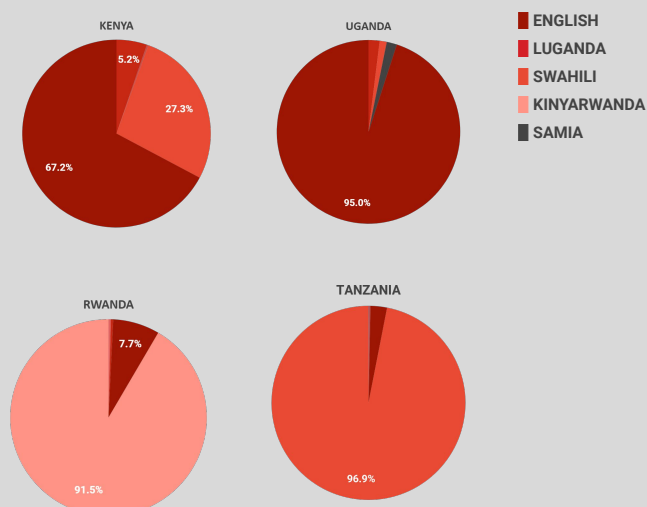
70,013

Total Users-to-Date

New Users

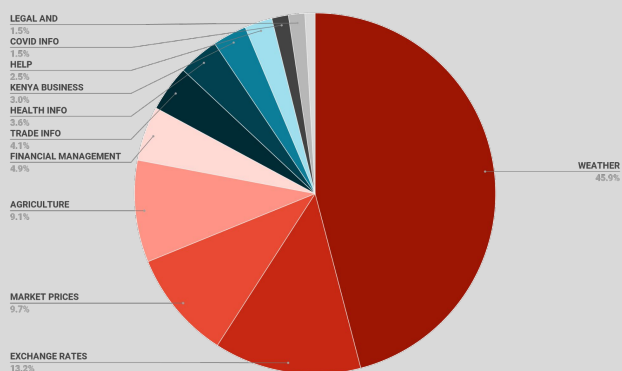


Breakdown of Language Selection

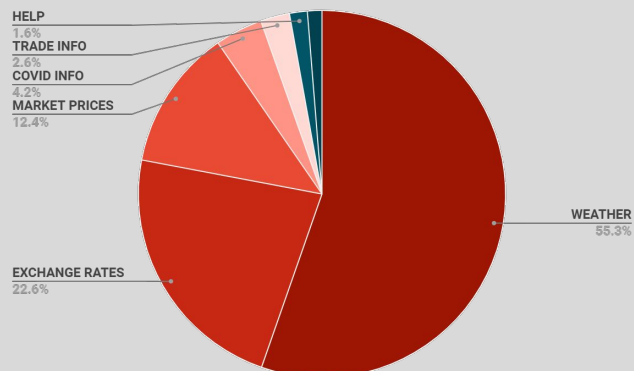


Most Popular Information Features

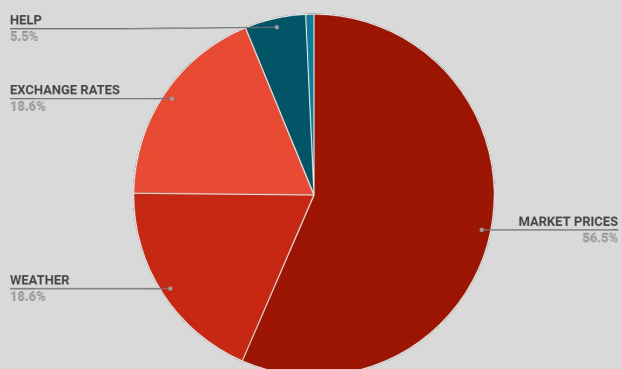
Kenya



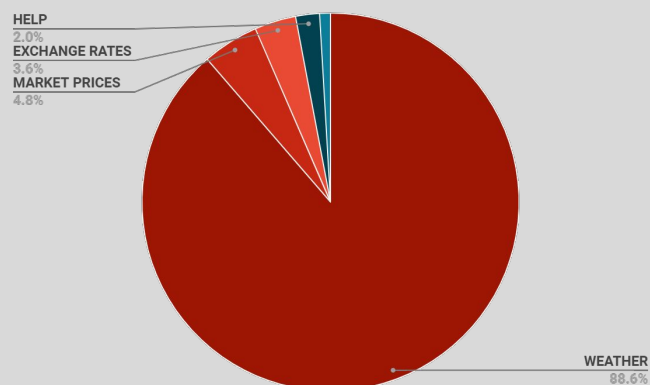
Uganda



Rwanda



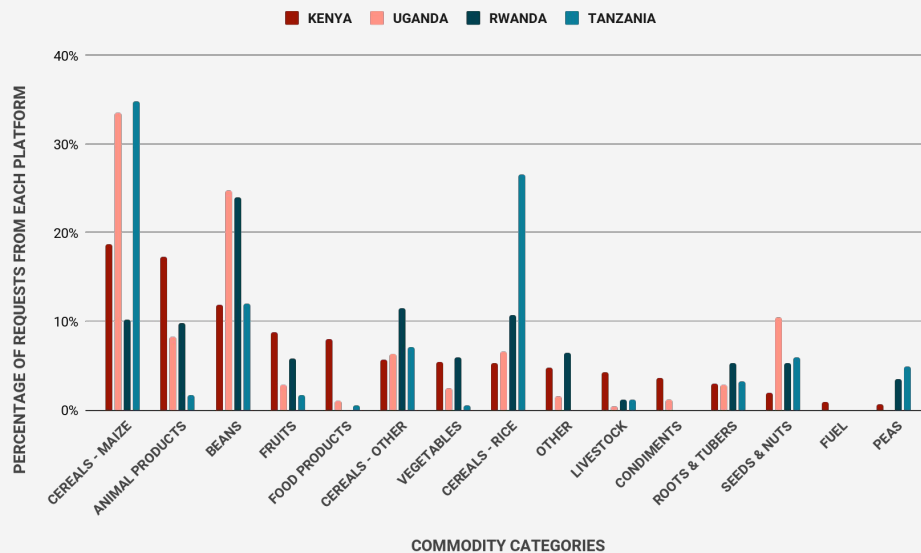
Tanzania



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)

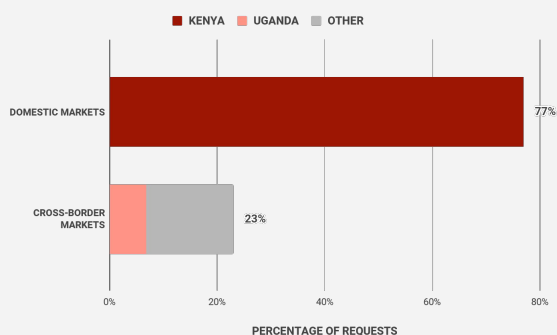
Tanzania

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

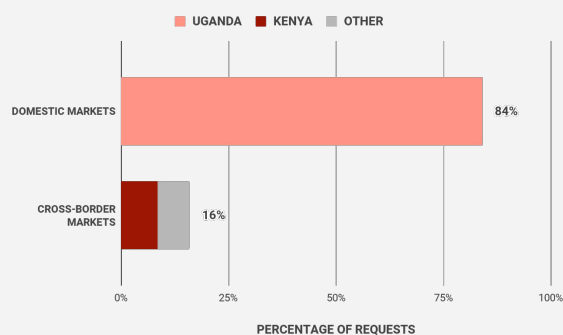
(n = 182)

Requests for Commodity Prices in Cross-Border Markets[†]

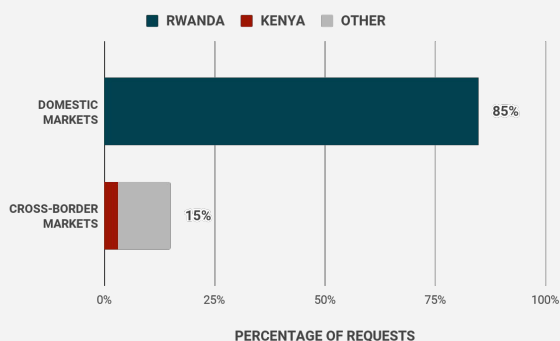
Kenya



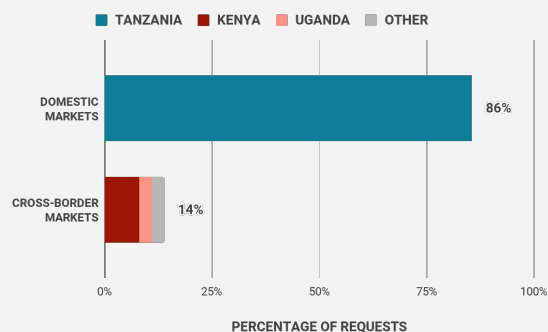
Uganda



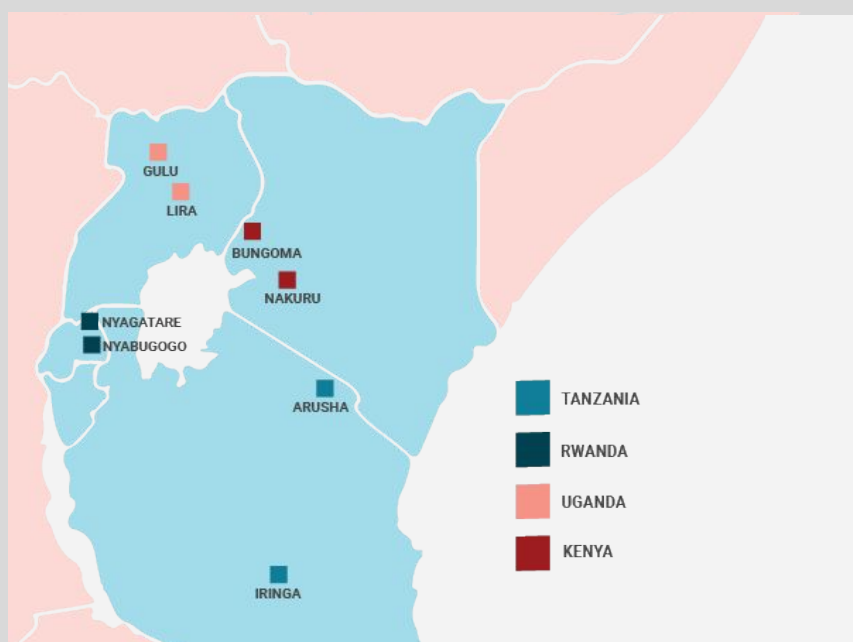
Rwanda



Tanzania



Top Two Requested Markets for Commodity Prices in Each Platform[†]



[†]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*

Kenya

- 1 KES \Rightarrow UGX (26%)
- 2 UGX \Rightarrow KES (15%)
- 3 KES \Rightarrow TZS (13%)

(n = 5,294)

Uganda

- 1 KES \Rightarrow UGX (55%)
- 2 UGX \Rightarrow KES (26%)
- 3 USD \Rightarrow UGX (8%)

(n = 2,011)

Rwanda

- 1 RWF \Rightarrow UGX (30%)
- 2 RWF \Rightarrow TZS (23%)
- 3 USD \Rightarrow RWF (19%)

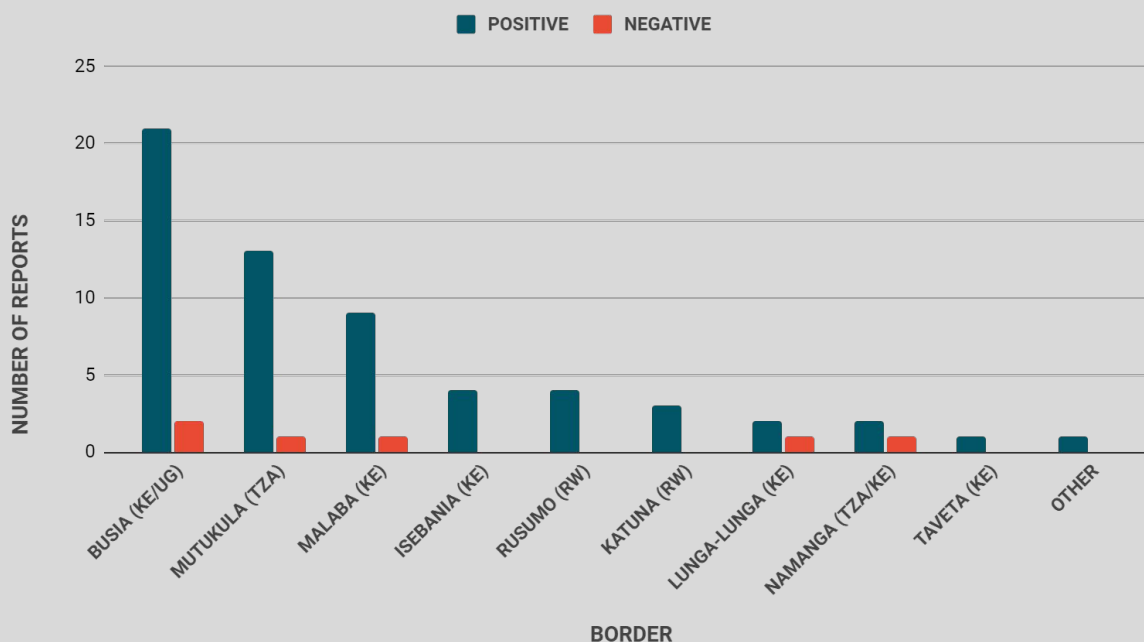
(n = 96)

Tanzania

- 1 USD \Rightarrow TZS (28%)
- 2 KES \Rightarrow TZS (18%)
- 3 TZS \Rightarrow KES (16%)

(n = 150)

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.