

SAUTI USER INSIGHTS QUARTERLY REPORT

July - September (Q3) 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 July to 30 September, 2021.

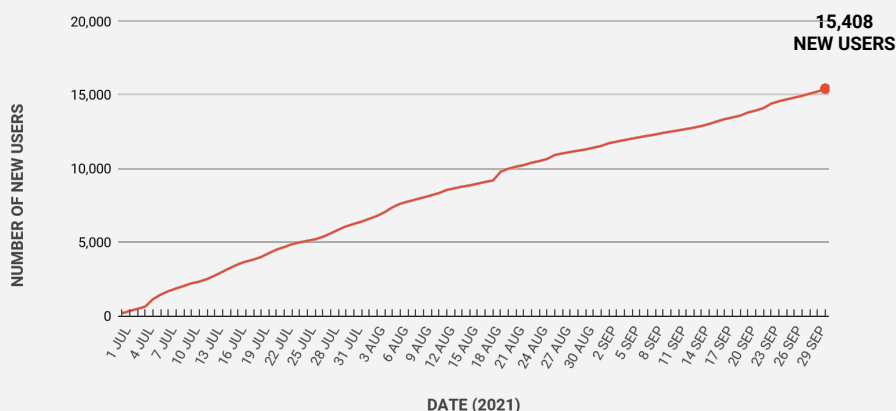
2021 Q3 saw **15,408** new users access all our regional platforms. Our Kenya and Uganda platforms saw the majority of growth, mostly driven by sensitization activities throughout each country. We also added new information features to our Kenyan platform: information on health insurance and crop and poultry farming.

Key Insight

In all four countries, the majority of price requests remain within domestic markets, however, **cross-border trade from Uganda has decreased by 5 percentage points** - down to 19% - since our [Q1 2021 Report](#).

Total New Users Over Time

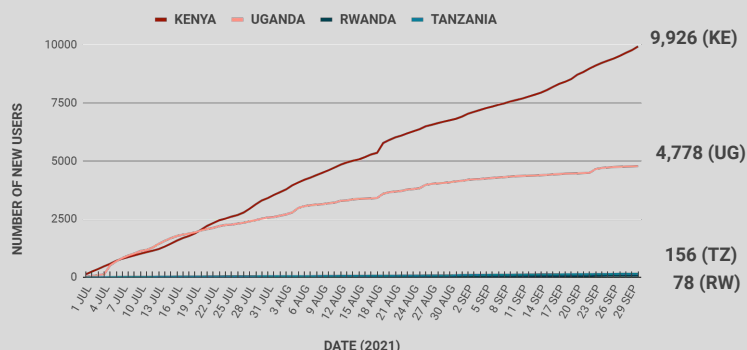
Between the 1st of July and the 30th of September 2021, 15,408 new users have accessed Sauti's information platform, with the total number of users at 57,349.



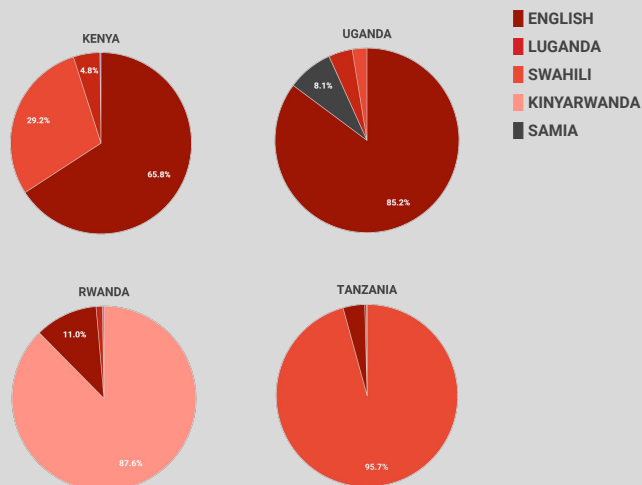
15,408
New Users

57,349
Total Users-to-Date

New Users

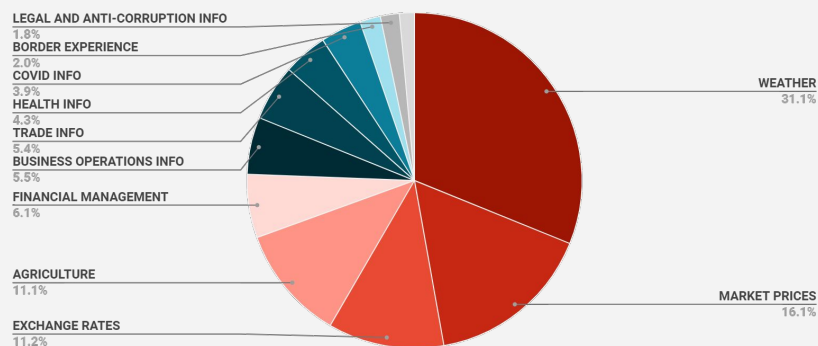


Breakdown of Language Selection

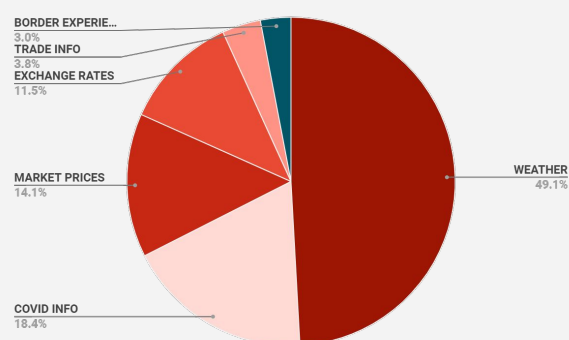


Most Popular Information Features

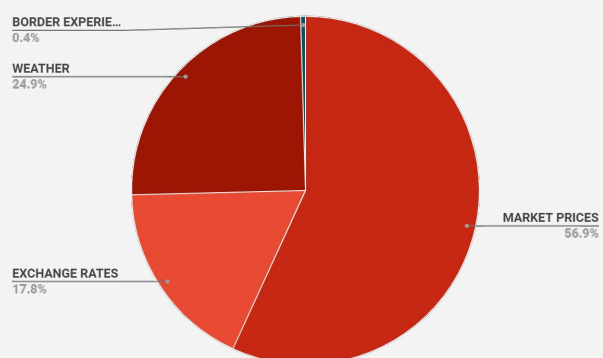
Kenya



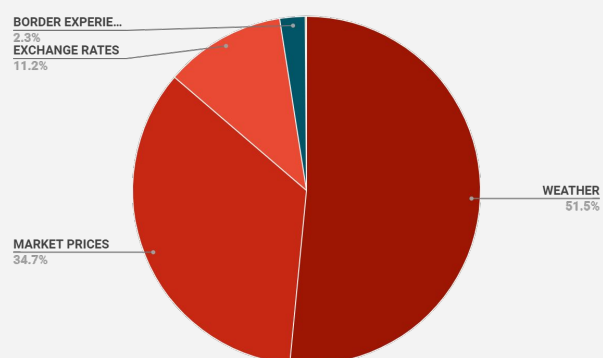
Uganda



Rwanda



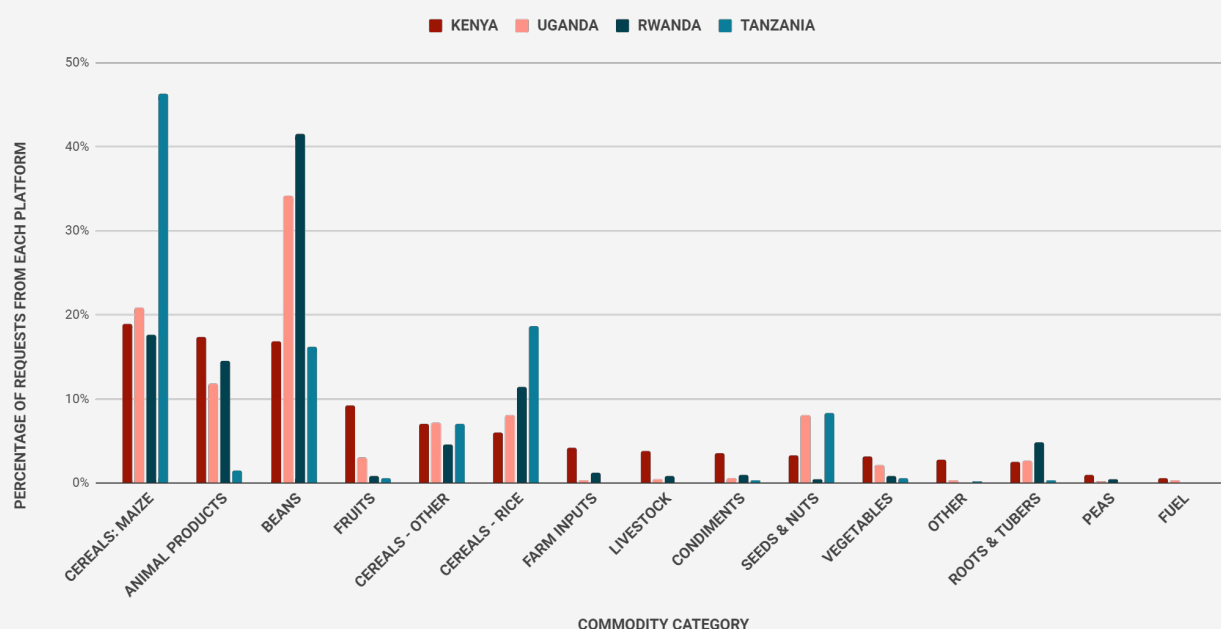
Tanzania



Market Data Insights

Most Requested Commodity Price Information, by Category[†]

The categories below show the top 99% of commodity price categories requested for each country. The commodity categories with fewer requests, and not shown on the graph is farm inputs.



Top Three Requested Commodity Prices by Country^{†*}

Kenya

- 1 DRY MAIZE (19%)
- 2 LOCAL AVOCADO (7%)
- 3 RICE (5%)

(n = 7,447)

Uganda

- 1 DRY MAIZE (24%)
- 2 GROUNDNUTS (9%)
- 3 SOYA BEANS (9%)

(n = 1,063)

Rwanda

- 1 DRY MAIZE (23%)
- 2 KIRYUMUKWE BEANS (7%)
- 3 COLTA BEANS (5%)

(n = 213)

Tanzania

- 1 DRY MAIZE (53%)
- 2 RICE (21%)
- 3 YELLOW BEANS (11%)

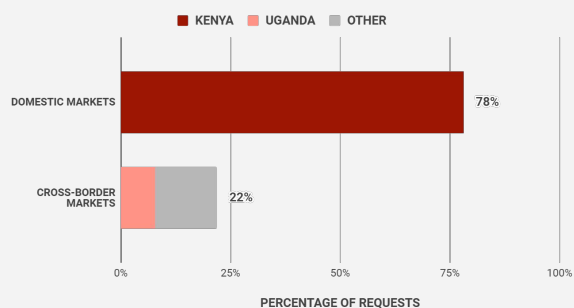
(n = 225)

[†]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.

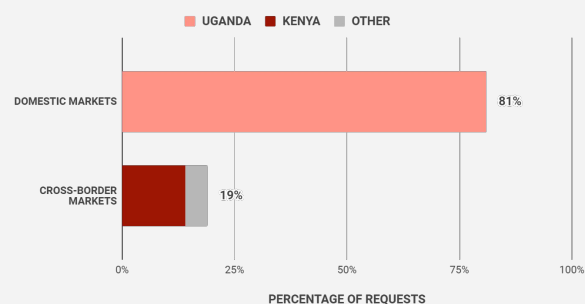
^{*}Percentages reflect the proportion of all user requests for commodity prices in the respective country.

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

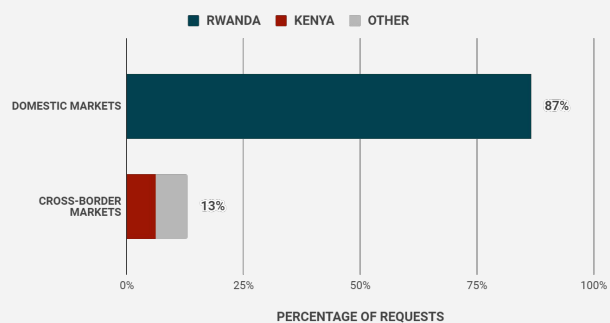
Kenya



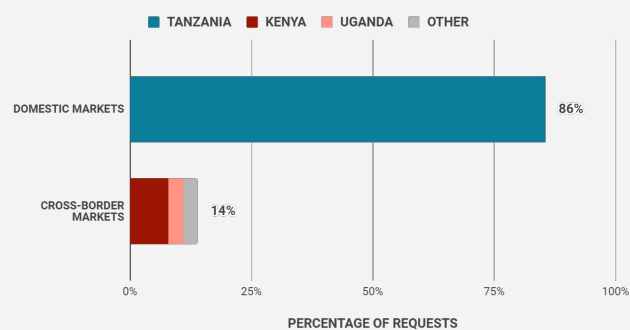
Uganda



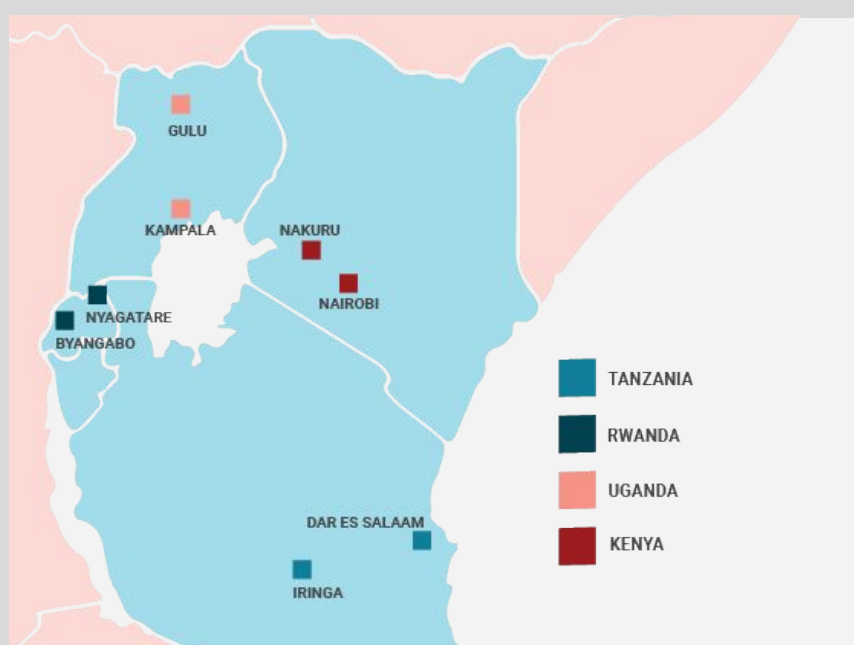
Rwanda



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 (29%)
- 2 KES \Rightarrow TZS (17%)
- 3 UGX \Rightarrow KES (15%)

(n = 5,394)

Uganda

- 1 KES \Rightarrow UGX (42%)
- 2 UGX \Rightarrow KES (32%)
- 3 USD \Rightarrow UGX (10%)

(n = 1,220)

Rwanda

- 1 USD \Rightarrow RWF (39%)
- 2 RWF \Rightarrow UGX (12%)
- 3 RWF \Rightarrow TZS (10%)

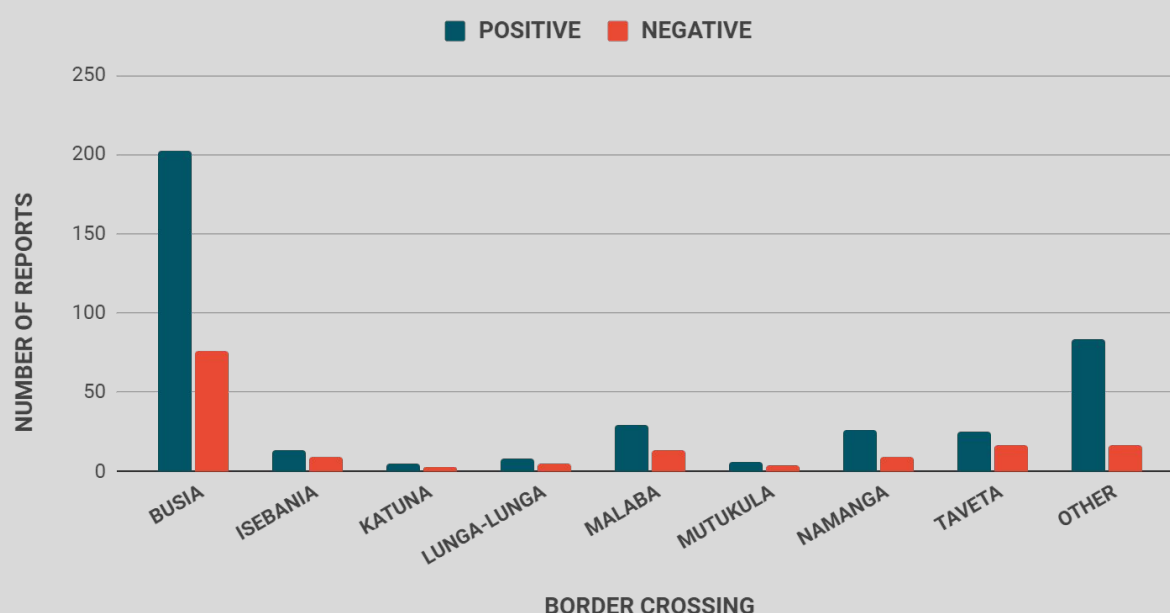
(n = 175)

Tanzania

- 1 USD \Rightarrow TZS (42%)
- 2 KES \Rightarrow TZS (21%)
- 3 TZS \Rightarrow USD (15%)

(n = 97)

Border Experience Reports from All Platforms



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



© 2021 Sauti East Africa | All rights reserved.
The Foundry, Viking House, Waiyaki way,
Westlands, Nairobi, Kenya,
P.O. box 2060 – 00621, Nairobi
T: +254 736 484 190
info@sautiafrica.org | sautiafrica.org

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.