

# press release

## **Standard Chartered study reveals Nigeria is the most entrepreneurial market across Asia, Africa and the Middle East when it comes to increasing wealth**

- ***Nigeria's emerging affluent believe effective wealth management holds the key to greater social mobility***

**29 October 2018, [Nigeria]** – More emerging affluent consumers in Nigeria plan to start a business to increase their wealth than in any other market, according to a new Standard Chartered study.

The Emerging Affluent Study 2018 – *Climbing the Prosperity Ladder* – examines the views of 11,000 emerging affluent consumers – individuals who are earning enough to save and invest – from 11 markets across Asia, Africa and the Middle East.

In Nigeria 41% of emerging affluent consumers say that starting their own business is a strategy to meet their financial goals and increase their wealth; this compares to an average figure of just 27%. It is the second most popular strategy to increase wealth among the emerging affluent in Nigeria behind investing in financial products (55%); and ahead of career progression and salary increase, which sits in third place (33%).

The study reveals that the number one financial goal for Nigeria's emerging affluent is saving towards their children's education, with 14% stating this; it is also the top savings priority across the markets in the study (16%). For more than one in 10 (11%) setting up a business is the top savings goal; this is higher than any other market - the average figure is just 7%.

When it comes to meeting their financial goals, more than half (54%) of the emerging affluent in Nigeria say they invest with a target and a strategy to achieve it. Despite this, when describing the financial products they use to meet their goals the most basic savings approaches came out on top: 59% use savings accounts. By comparison, less than one-fifth use fixed income investments (19%), equity investments (13%) and mutual funds (12%); however, a quarter use property investment making this the second most popular method for this market.

This could explain why currently more than half (54%) of Nigeria's emerging affluent feel far away from achieving their top financial goal. The emerging affluent in Nigeria recognise that a lack of financial understanding may be stopping them from meeting their financial goals: more than a third (35%) say they feel held back in their aspirations by their lack of financial knowledge; and 58% believe financial education would help them reach their financial goals faster.

The study also reveals that more than two-thirds (70%) of Nigeria's emerging affluent believe effective wealth management holds the key to greater social mobility, so addressing the financial knowledge gap could play a crucial role in helping them to keep moving up the ladder.

## **Other findings from the study, now in its fourth year, include:**

### **Social mobility booming in Nigeria**

More than half (56%) of emerging affluent consumers in Nigeria are experiencing upward social mobility; this compares to an average figure of 59% across the markets in the study. Of these, 6% are enjoying 'supercharged'\* social mobility, not just relative to the previous generation, but compared to the rest of the socially mobile.

The socially mobile in Nigeria are scaling the ladder thanks to impressive earnings growth, with nearly half (46%) enjoying a salary increase of 10% or more in the past year - the highest number in the study - and nearly a third (30%) seeing their earnings jump by 50% or more in the past five years. The socially mobile are also better educated and achieving higher levels of employment and home ownership than their parents. 82% went to university, compared to less than half (48%) of their fathers and 41% of their mothers; and nearly three-quarters (74%) are in management positions or running their own businesses compared to 56% of their fathers and half (50%) of their mothers. 77% of the socially mobile own their own home, compared to 67% of their parents.

### **Social status of the emerging affluent**

	Average	China	Hong Kong	India	Indonesia	Kenya	Malaysia	Nigeria	Pakistan	Singapore	South Korea	UAE
<b>'Super charged' Socially Mobile*</b>	7%	7%	6%	11%	4%	7%	6%	6%	11%	4%	4%	7%
<b>Socially Mobile*</b>	52%	60%	53%	56%	50%	54%	49%	50%	53%	51%	45%	50%
<b>Not Socially Mobile</b>	42%	33%	41%	33%	46%	39%	45%	44%	37%	46%	51%	43%

*\*mobile in an upward direction*

### **Digital dividends: technology holds the key to financial success**

Nearly two-thirds (64%) of Nigeria's emerging affluent say their familiarity with digital tools has been vital to their personal success. Almost the same number (65%) say online banking makes them feel that they have more control over their money and investments, and 55% say digital money management has helped them get closer to achieving their financial goals.

### **On-demand advisors alleviate risk aversion**

The emerging affluent in Nigeria are comfortable going online for financial advice, with half of them (51%) saying they would invest in financial products online if an on-demand adviser was available. Risk is not a problem for the emerging affluent if strong rewards are possible: 50% would accept a high level of risk for a high level of return when investing their money in online financial products.

**Simpa Adaba, Head, Wealth Management, said:** *"It's exciting to see that social mobility is booming among the emerging affluent, and that they are outstripping their parents' success in education, careers and home ownership. These aspiring consumers are determined to continue moving upwards, and know that investing can help them reach their financial goals.*

*Although they are eager to invest, the emerging affluent are being held back by a lack of in-depth financial knowledge and may not be aware of all the solutions available to them. Digital financial products are enabling the emerging affluent to achieve their goals, and these tools will be crucial in helping them take their personal financial success to the next level."*

--- ENDS ---

For further information please contact:

Dayo Aderugbo  
Head, Corporate Affairs, Brand and Marketing  
[Dayo.Aderugbo@sc.com](mailto:Dayo.Aderugbo@sc.com)  
+234 802 931 4012

### **Note to Editors**

- \*For the purposes of this study, 'supercharged' is defined as individuals who are demonstrating extreme positive mobility by advancing their position further and faster than the rest of the socially mobile, resulting in a very significant gap between their parents' situation and their own, and a strong increase in earnings
- The survey markets: China, Hong Kong, India, Indonesia, Kenya, Malaysia, Nigeria, Pakistan, Singapore, South Korea, the UAE
- In charts, due to the rounding of decimal places, displayed figures may not always add up to 100%

### **Standard Chartered**

We are a leading international banking group, with a presence in more than 60 of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more stories and expert opinions please visit [Insights](#) at [sc.com](http://sc.com). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).