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AN ANALYSIS OF THE AFRICAN NEWSPACE INDUSTRY LANDSCAPE: MARKET SEGMENTS, INVESTMENT AND REVENUE

Abstract

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In Africa, an emerging set of commercial ventures is developing space technologies and offering space-enabled services to address local market demands, while strategically plugging into the global space industry value chain. To better understand the African commercial space landscape, we studied 34 "African-grown" NewSpace ventures and examined their operations, market landscape, strategic partners, investment and revenue. We analyzed survey data provided by senior executives of 64.7% of the companies, together with press releases, annual reports and presentations made at industry events by the companies. Our research found three key trends on investment, revenue and market dynamics of the African NewSpace industry. On investment, while the majority of the profiled companies raised investment from both governments and private funders, a significant percentage are bootstrapping without external funding. On the revenue side, 32 of the 34 profiled companies have already inked their first commercial deal with a paying client. On the market dynamics, most of the companies in the upstream satellite subsystem and payload manufacturing segment target the international space market, while the downstream satellite services providers are focused on national and regional markets. This study concludes that from the seedlings of a nascent space sector, Africa's NewSpace companies are finding product-market fit while championing the adoption of space technologies and services across the continent. The study further provides insights for companies that are interested in doing business in the African space industry.