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Data Driven Resilience: Navigating Growth With Intelligence In Harare's Shifting Landscape

**ZIMREAL**
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Setting The Scene: Harare In Transition

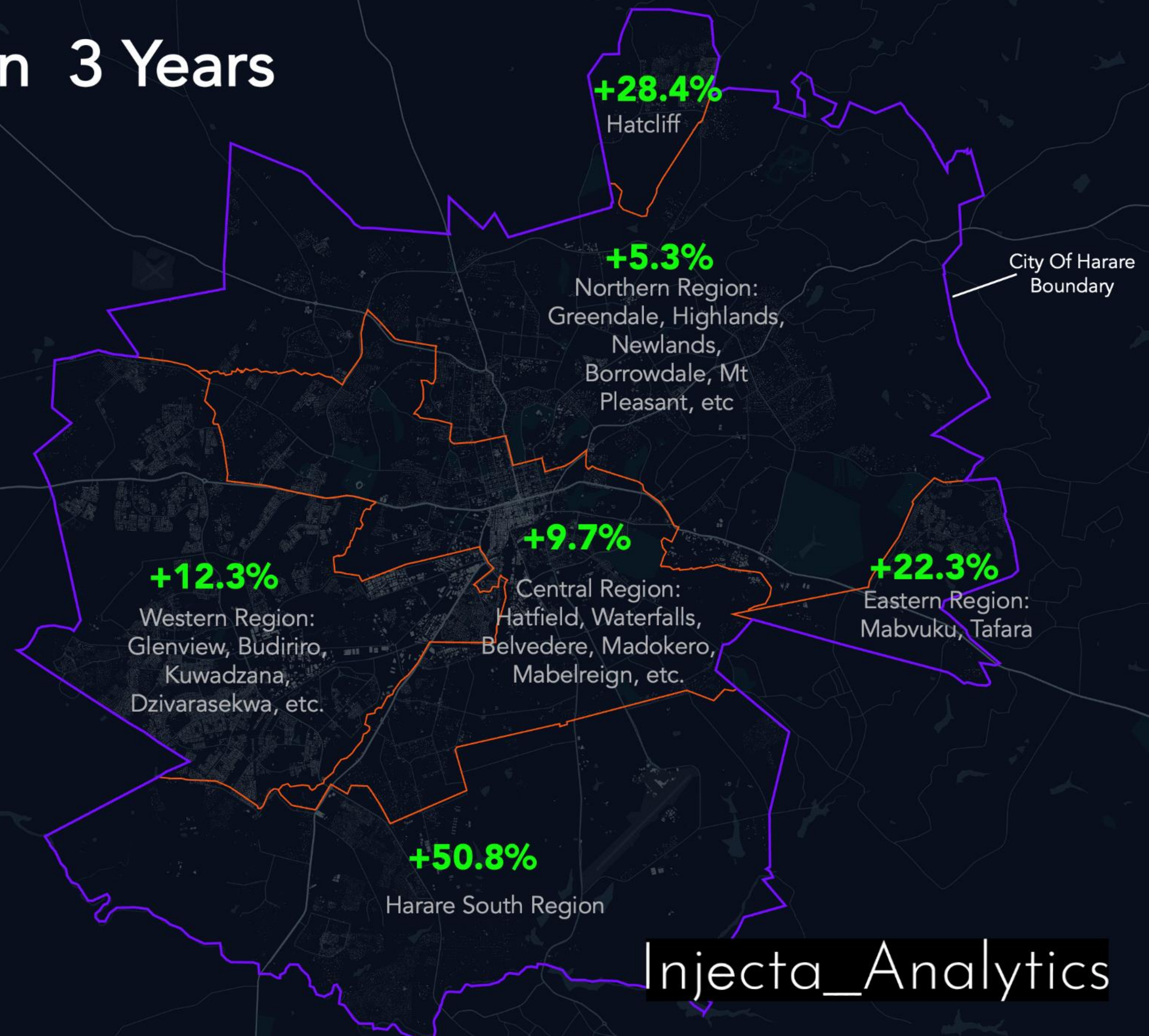
Harare's property is evolving faster than traditional analysis can keep up, but **location intelligence** reveals shifting demand before it's visible

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20% Housing Growth In 3 Years

The number of residential buildings grew by **20%** between **2022** and **2025**

Year	No. of Residential Buildings	% Still Under Construction
2022	325,365	3%
2025	390,236	5%

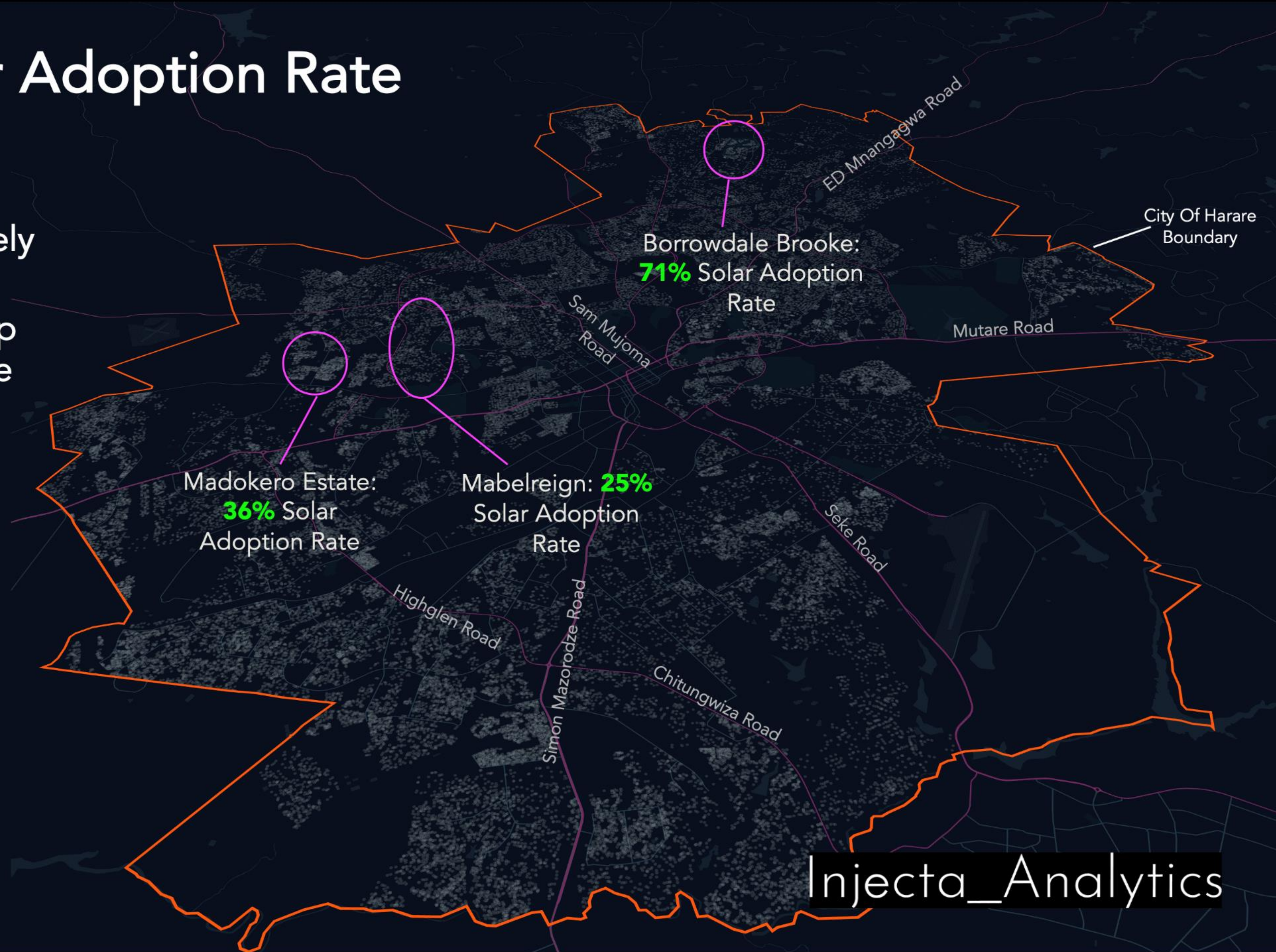


NB: The figures include various types of residential buildings. E.g., Main houses, cottages, flats, outbuildings, buildings under construction.

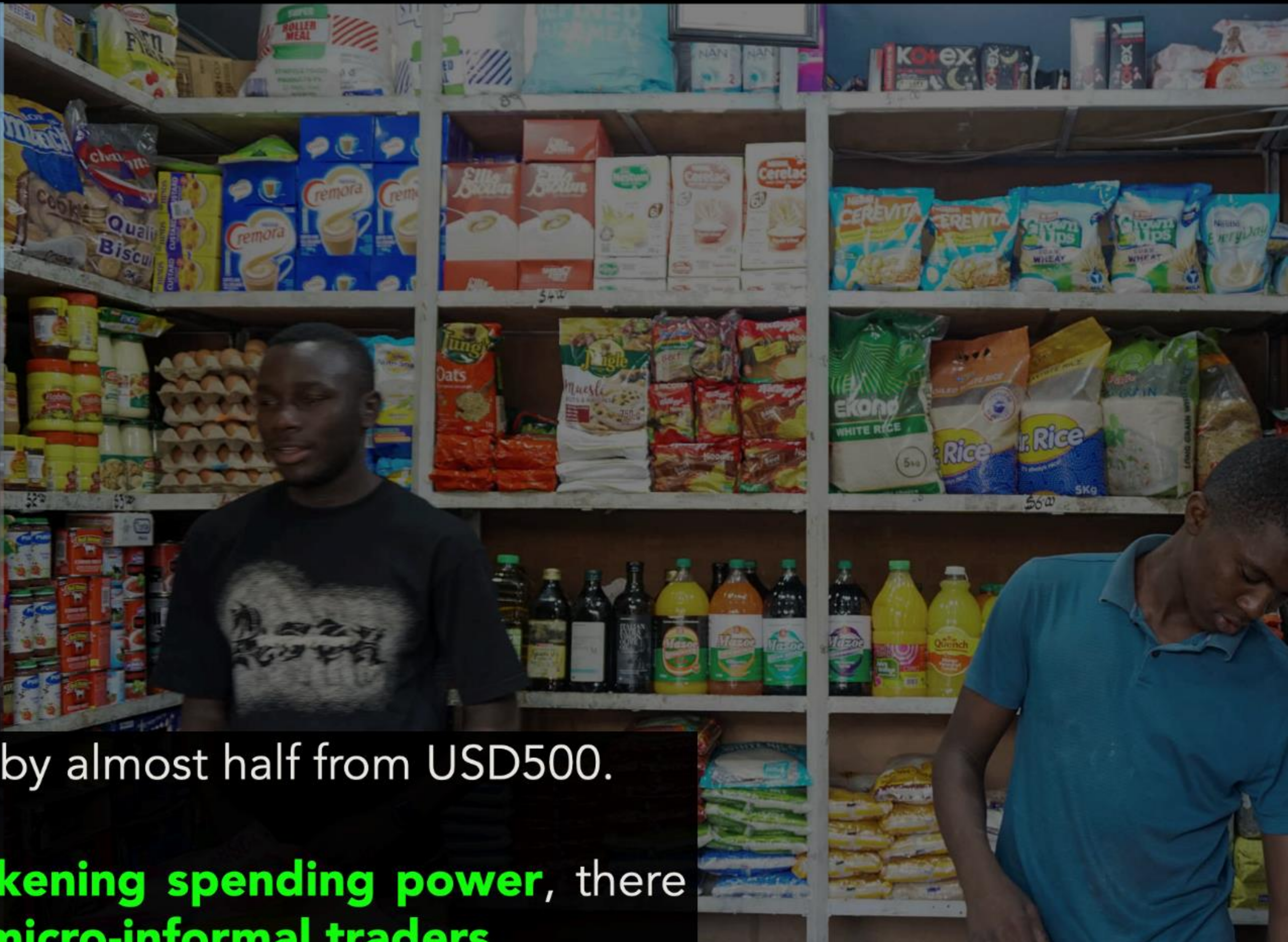
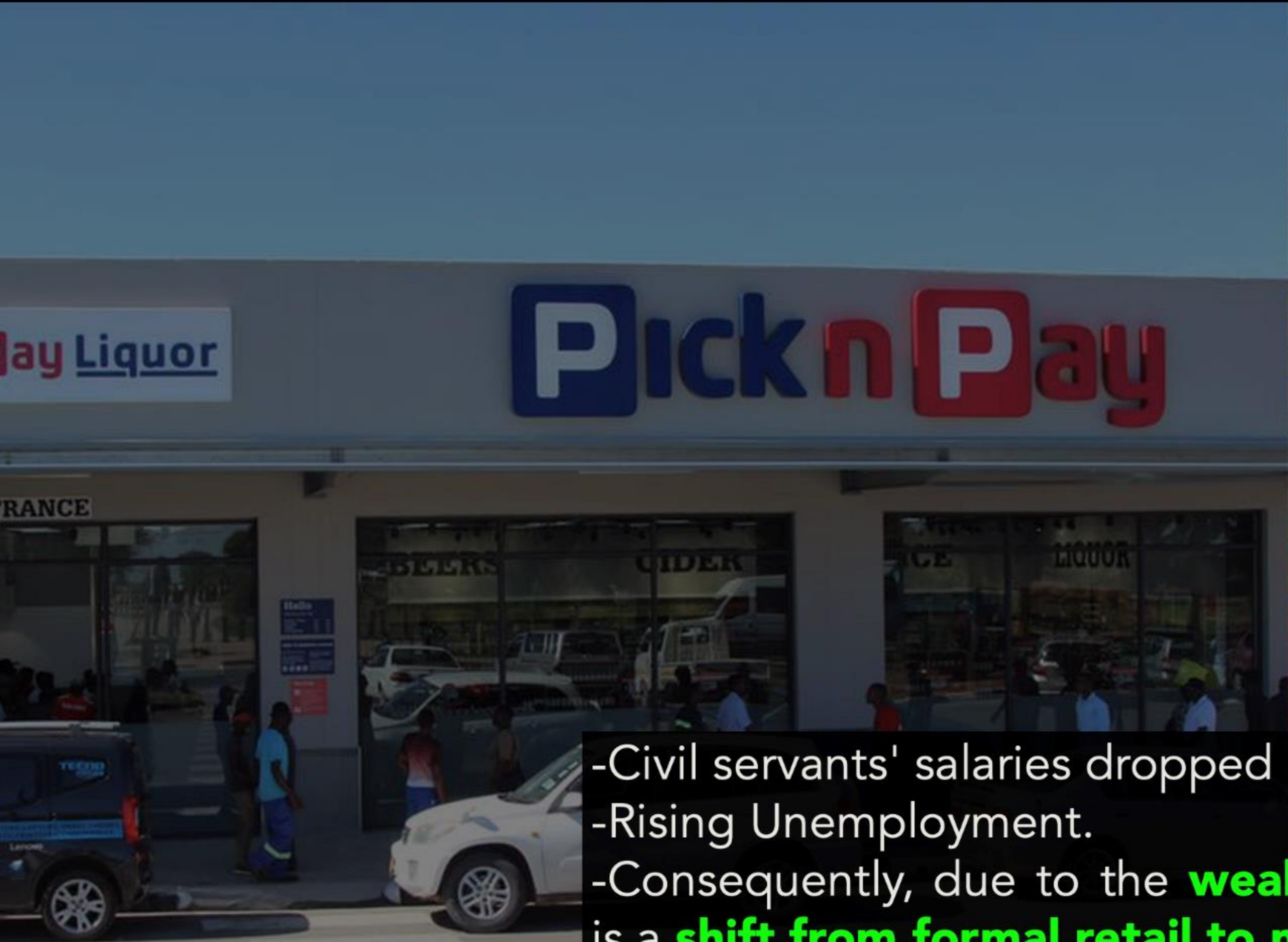
Rooftop Solar Adoption Rate

There are approximately **60,000** residential buildings with rooftop solar panels in Harare

Harare has a **19%** solar adoption rate



The Low and Middle Income Squeeze: A Dwindling Consumer Base



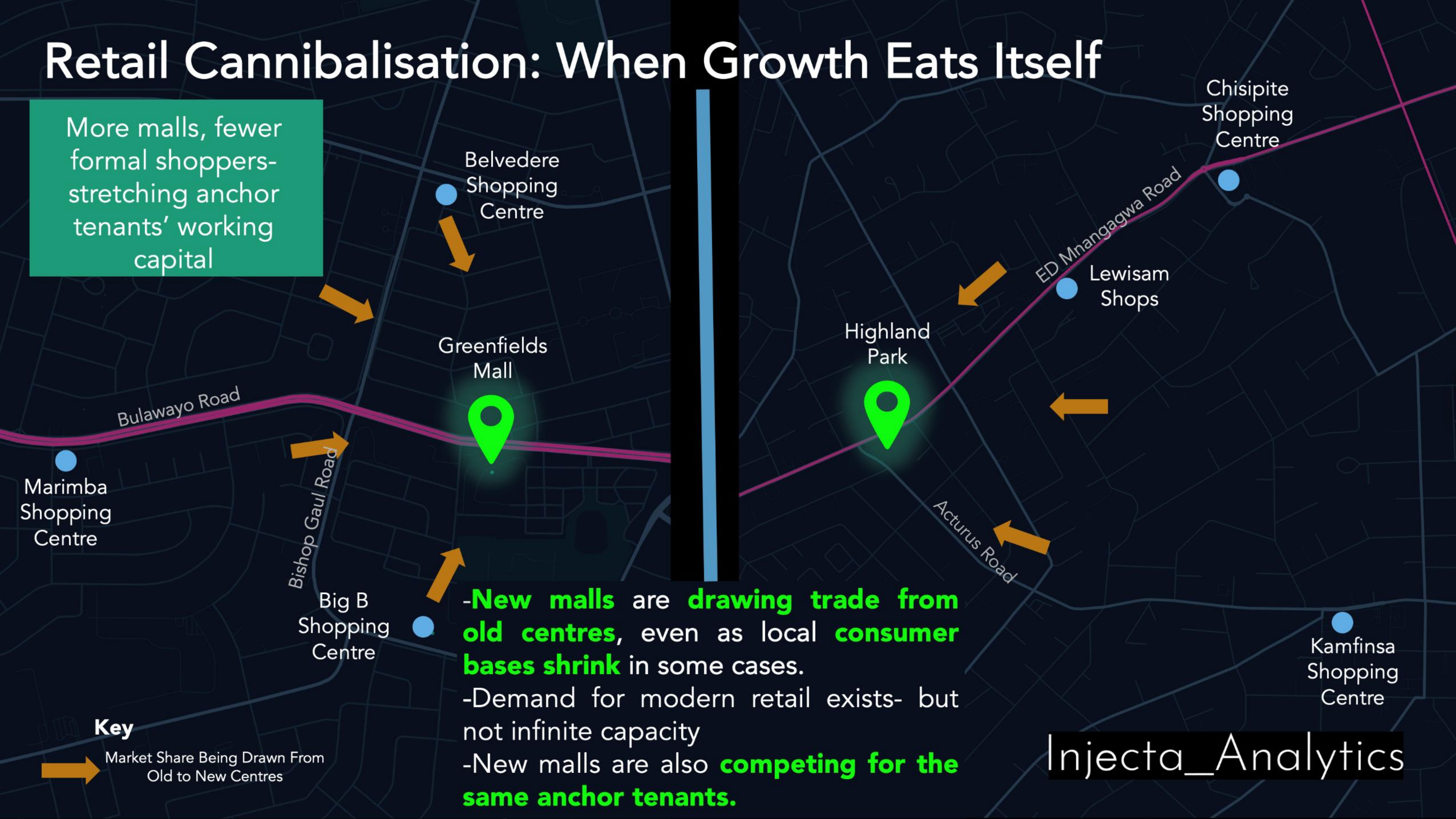
-Civil servants' salaries dropped by almost half from USD500.
-Rising Unemployment.
-Consequently, due to the **weakening spending power**, there is a **shift from formal retail to micro-informal traders**
-The real estate footprint built for yesterday's customer is now mismatched to today's spending power.

Image Credit: TM Pick n Play

Image Credit: Global Press Journal Zimbabwe

Retail Cannibalisation: When Growth Eats Itself

More malls, fewer formal shoppers- stretching anchor tenants' working capital



- New malls are drawing trade from old centres, even as local consumer bases shrink in some cases.
- Demand for modern retail exists- but not infinite capacity
- New malls are also competing for the same anchor tenants.

Key

Market Share Being Drawn From Old to New Centres



Informality's Rise: The New Market Reality

Informality moves faster, changes the urban
landscape quicker and follows purchasing
power

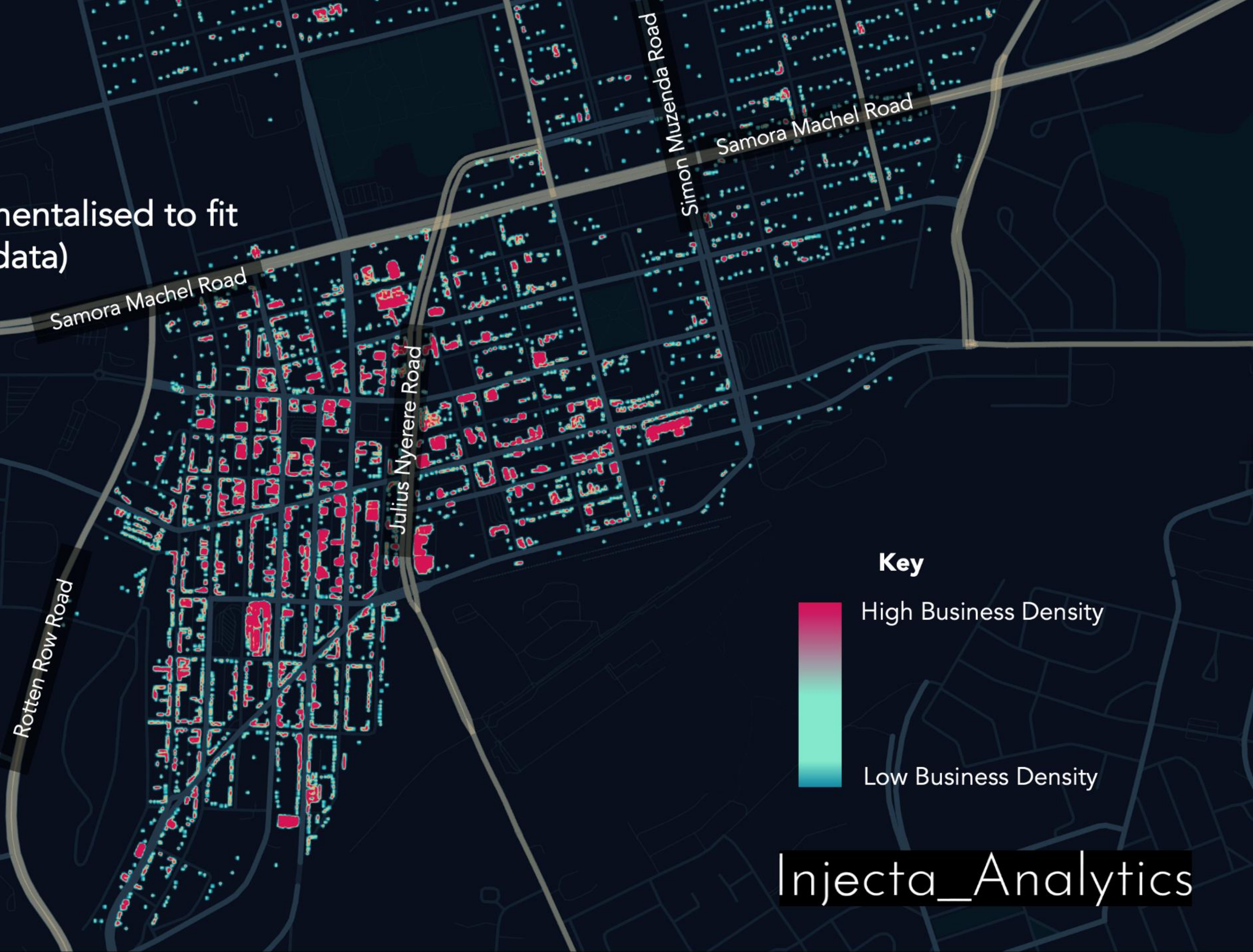
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Harare CBD Informalisation

CBD is heavily compartmentalised to fit micro businesses (2024 data)

There are close to **10,000** businesses that operate on the ground floor in the CBD

In Harare's CBD, **4,757 ground-floor businesses cluster in 89 buildings**, with an average of **35 tenants each**, making up 48% of all ground-floor tenants in the CBD



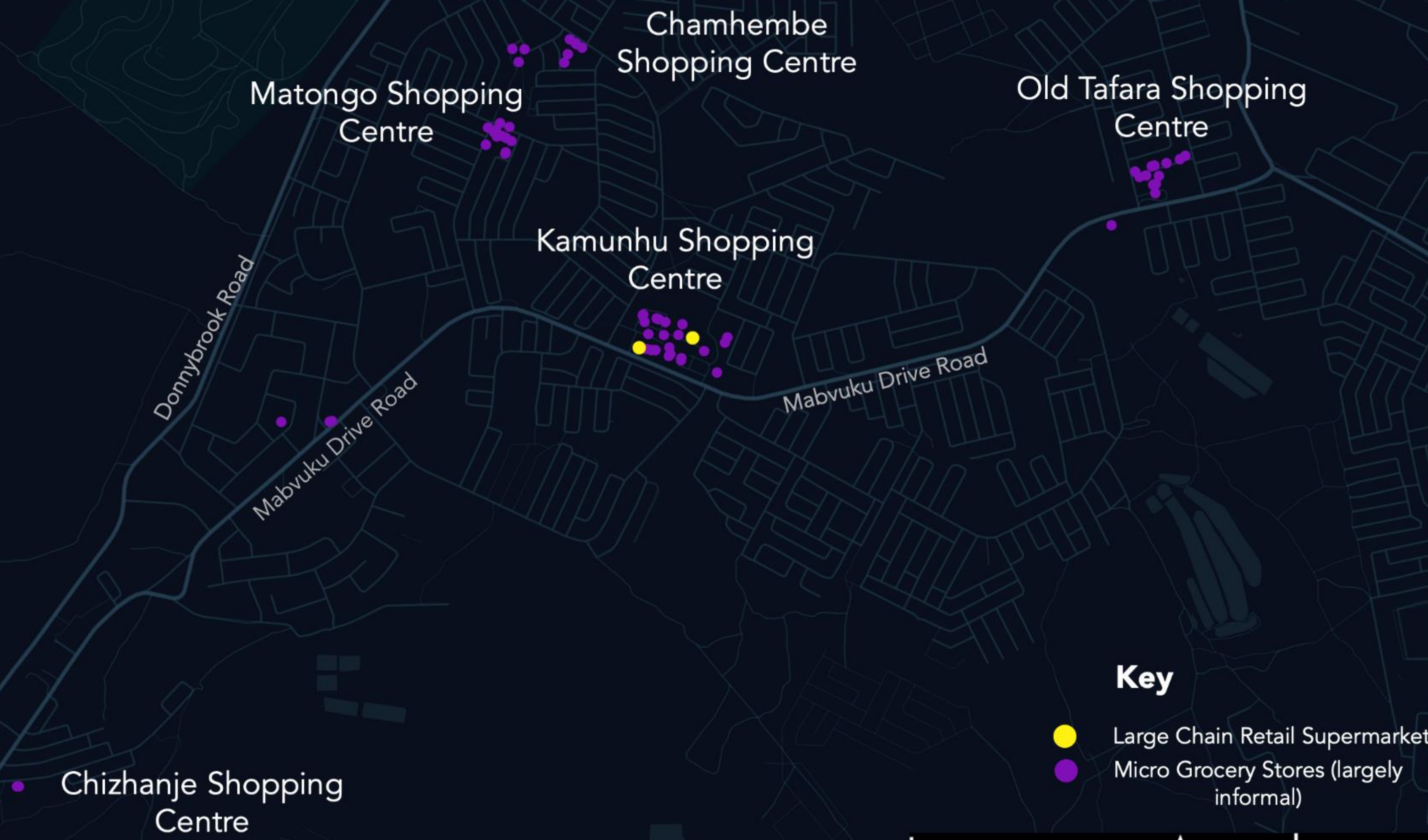
Mabelreign Shops: The Rise Of Informal Trade

Informality moves faster, changes the urban landscape quicker, and **follows purchasing power**, even into historically middle-income areas.



Mabvuku & Tafara: Informal Trade Dominance

Mabvuku & Tafara host just **2 formal large chain supermarkets** but **64 micro grocery stores**, not counting countless tuckshops dotted around the neighbourhoods



Informality Choking Formal Retail

Kamunhu Shopping Centre: Mabvuku

Intensive Clusters of Vendors stifling formal retail



OK

Kamhunhu Shopping Centre, the largest retail node in Mabvuku–Tafara, is overwhelmed by informal vendors, **many blocking entrances to formal shops**

The Residential Price-Rental Disconnect

- Property prices rising faster than rentals → **yields compressing**
- 46% of pension fund assets in real estate → inflating values
- Cash-driven market (diaspora & High Networth buyers) sustaining prices despite weak credit
- Clusters now pricier than some larger stand-alone homes
- Properties staying longer on the market → markdowns emerging

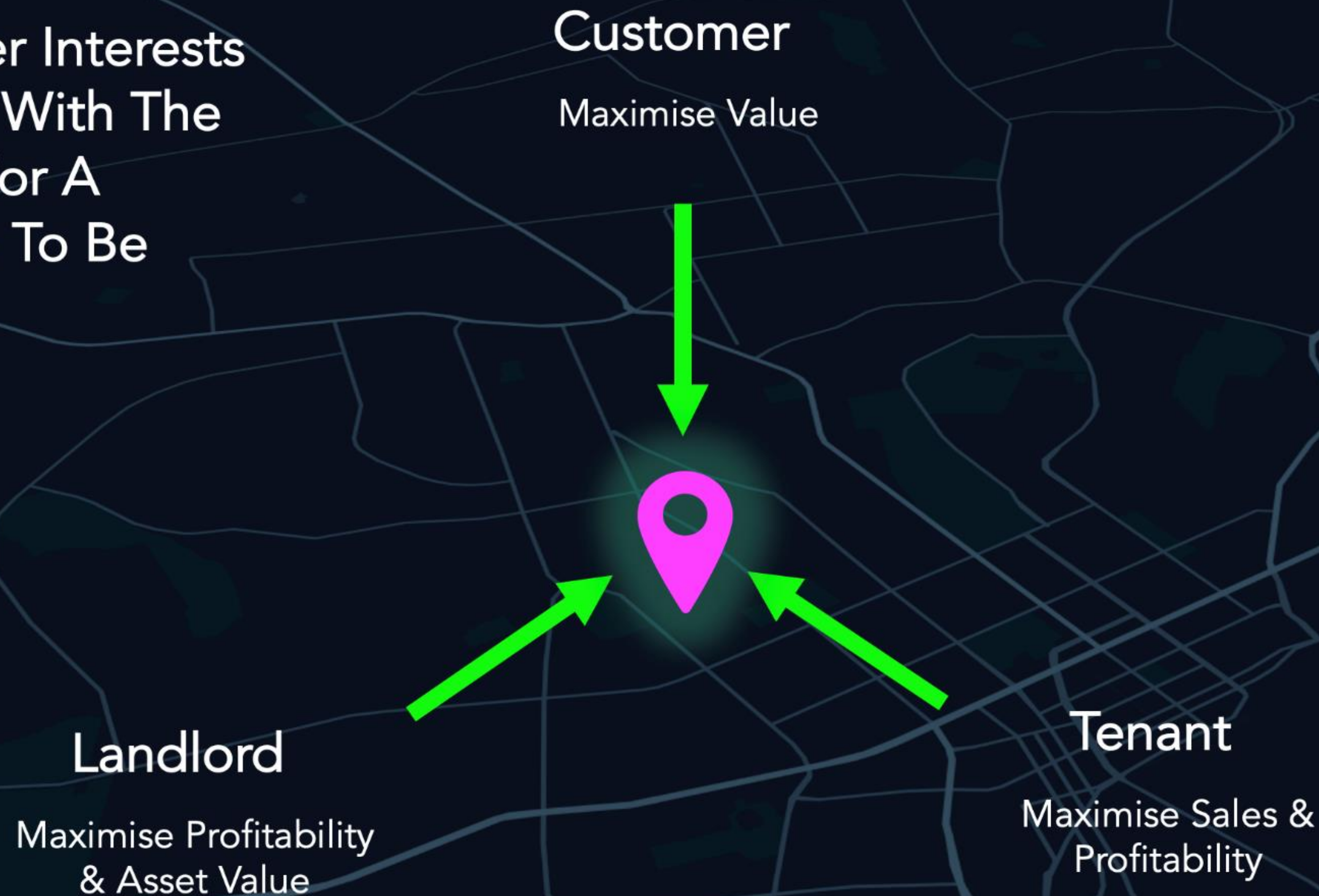


The Twin Risks: Unsustainable Rentals and Shifting Markets

- CBD rentals as high as USD 138–166/m² for frontage shops. A table is being let out at 300/m² in some new malls → voids rising.
- Even prime centres (e.g., Sam Levy) are losing tenants (St Elmos, Garfunkels, Foodlovers etc).
- Development cycles take 1–3 years - markets can shift mid-build.
- Without foresight, today's plans risk being obsolete at opening.

Building Resilient Shopping Centre: Aligning the Triangle

Three Stakeholder Interests
Must Be Aligned With The
Right Location For A
Shopping Centre To Be
Sustainable



Why Data-Driven Decisions Are No Longer Optional

- In today's Harare market, both **legacy property holders and new investors risk being blindsided without real-time intelligence.**
- Location intelligence bridges the gap between unpredictable market shifts and profitable, sustainable investment.
- With Location Intelligence, businesses become **tactically responsive** to today's shifts and **strategically predictive** for tomorrow's opportunities.

What We Do

Injecta Analytics is a **location intelligence** company that uses **location data and analytics** to help businesses align strategic goals with location needs to maximise their potential.

Trade Area Analysis

Providing you with value-added location data which helps you calculate the demand for stores, products and services in various locations.

Property Market Research

Location, Location, Location.....Data, Data, Data
Providing you with value-added location data to make more data-driven decisions across the various property market segments

Site Selection & Feasibility Studies

Identify the most viable site based on market potential for your business.

Logistics & Supply Chain Optimisation

Optimise your supply chain and logistics network through location data.

Informal Sector Activity Mapping & Analysis

The informal sector is increasingly contributing to the national economy, hence the need for businesses to optimally position themselves to benefit from the sector.

Customised Business Solutions


Tailor-made location insights to address specific business challenges facing organisations


Helping you understand your consumer and competitive landscape through location data & insights.

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Beyond Location To **Intelligence**

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