



KPMG 2025 Africa CEO Outlook

Africa's CEOs remain cautiously optimistic amid global economic uncertainty, focusing on AI integration, digital resilience, and talent development as key drivers of growth.

The world continues to face geopolitical tensions and economic uncertainty – but KPMG's 11th CEO Outlook shows that leaders are positive, if cautious, about the future.

Here are some of the key highlights this year.

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Economic outlook

Top challenges to growth:



78% of CEOs are optimistic about their own organization's prospects

53% CEO confidence in the global economy showing gradual recovery from 50% last year.



Tech & AI

African leaders are prioritizing trusted AI frameworks, integrating cybersecurity and governance into every stage of AI deployment

26% of Africa CEOs planning to allocate over **20%** of their budgets to AI over the next 12 months



96% cite data readiness as the biggest barrier to AI implementation

61% of CEOs share that AI is a top investment priority

Talent

88% of leaders are planning to increase headcount over the next 3 years

67% of CEOs say they are redeploying employees internally into AI-enabled roles



64% of CEOs are concerned about competition for AI talent, and **81%** highlighting workforce upskilling as a challenge



ESG

79% of CEOs feel confident in their ability to navigate ESG & sustainability regulations, though challenges persist

CEOs increasingly view AI as an enabler for sustainability - helping improve data accuracy, operational efficiency, and emissions tracking



46% are aligning sustainability goals with core business strategy



21% cite the complexity of decarbonizing supply chains as the top barrier to achieving net zero goals