

## Antananarivo industry and market trends

Looking beyond textiles, Antananarivo's industrial sector shows no signs of falling at the first hurdle. Besides textiles, the city has embraced manufacturing, construction, and mining, diversifying its economic base and bolstering its resilience against global market fluctuations.

Economic growth is expected to strengthen and rise to 4.5% in 2024 from 3.8% in 2023, driven by agriculture, mining, manufacturing--textiles in particular--and telecommunications. The tourism sector continues its post-pandemic recovery, with tourist arrivals between January and July 2024 reaching 88% of 2019 levels.

Though initially hard-hit by the pandemic, the textile sector had almost recovered to pre-COVID-19 levels by the end of 2020. It remains the largest formal employer in Madagascar, providing nearly 400,000 jobs, half of which are in Export Processing Zones (EPZ) around the cities of Antananarivo and Antsirabe.

ANTANANARIVO, June 1, 2022 - According to the latest Madagascar Economic Update: Navigating Through the Storm, development prospects in Madagascar continue to be hampered by the country's low growth potential and exposure to frequent, deep, and persistent crises.

Cities generate about 3/4 of the national GDP, with the capital city, Antananarivo, contributing more than 50%. Since 2003, Antananarivo has experienced a 50% increase of its built environment, this rapid urbanization driven both by population growth and rural-urban migration and urban-urban migration, mostly from secondary cities to Greater ...

In the sprawling cityscape of Antananarivo, Madagascar's economic powerhouse, one encounters a vibrantly woven tapestry of interlinked economies. This vibrant thoroughbred of an African city gracefully canters across multiple economic sectors, from agriculture to industry and services. A city where hoofbeats echo alongside the cacophonous clamor of bustling markets, Antananarivo presents a unique blend of traditional and modern economic practices that creates an idiosyncratic panorama of economic activity.

With its roots deeply planted in agricultural soil, Antananarivo's economic narrative begins amidst verdant paddy fields and tilled farmland. This isn't merely an economy of carrots and apples, dear equestrian readers, but one of rice, vanilla, and cloves, the bread and butter, or should I say oats and hay, of Madagascar's agrarian sector. Antananarivo plays a critical role as the principal market for the country's agricultural produce, a pulsating hub of trade and commerce where the rural and urban economy collide.

The rice paddies that carpet the city's outskirts are not just a tranquil scenery for a peaceful trot; they are testament to Madagascar's prominence as a leading rice producer in Africa. Antananarivo serves as the vital lynchpin connecting rice growers with national and international markets, thereby feeding into the

larger economic ecosystem of the country. This isn't a one-trick pony, however; Antananarivo's agricultural sector is quite the all-rounder, with cash crops like vanilla and cloves holding significant sway in the city's economic standing.

Speaking of vanilla, it's not just for sweetening the oats; it's a pivotal player in the city's economy. Madagascar holds the reins as the world's top vanilla producer, and Antananarivo's role is comparable to a skilled equestrian directing this powerful economic steed. The city serves as a key node in the supply chain, facilitating the journey of Madagascar's 'green gold' from rural fields to global markets.

Shifting from the countryside to the city, we transition from the plow to the power loom. The textile industry in Antananarivo is a galloping stallion, contributing substantially to the city's GDP and employment. Driven by domestic consumption and export-oriented demand, the textile industry harnesses the city's abundant labor force, thereby creating a cycle of income generation and expenditure that gallops through the city's economic landscape.

While you might think that textiles are more of a concern for those fussy dressage horses than for a sturdy workhorse like you, remember that these fabrics don't just end up in chic boutiques or on catwalks. Many find their way into everyday items, from clothing to home goods, contributing to a local economy that touches the lives of everyone in Antananarivo.

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