

# Spotlight on the youth market

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In this month's edition of Street Grass, IG turns its attention towards three new developments "hot off the street" in the youth market.

To start off with, we shine a spotlight on the youth market's unquenchable thirst for affordable indulgence (despite the economic climate). Secondly, IG takes a look at the re-emergence of SAfrikanism in a piece entitled "Afrocentric", and thirdly, we deliver some surprises in the form of the townships' latest up-and-coming music genre. If you would like to learn more on these micro trends and how they are affecting young South Africans, please give us a shout at .

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