
From AGR's Research Desk

[Zimbabwe beyond Hyperinflation: Sizing up opportunities](#)

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Zimbabwe does not typically feature on the radar of mainstream market expansion strategies. Most people associate the country with its well-documented hyperinflationary crisis of the 2000s - a period so severe that basic needs became unaffordable for millions. What tends to be overlooked is the quiet but meaningful stabilisation that has taken shape in recent years, and the window of opportunity that recovery can create for businesses willing to move early.

A client of ours saw that window. The brief they shared was direct: assess the viability of entering the Zimbabwean market and determine whether a credible first-mover advantage was within reach. What followed was one of our more demanding field engagements in recent memory - demanding not because of complexity in the brief, but because of how little existed to work with before boots hit the ground.

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[The new map of food in the Gulf](#)

Author: Suman Lala, Director , AGR Knowledge Services

Feeding the Gulf has always been an imported affair. With so little farmland and even less water, buying food from elsewhere made far more sense than trying to coax it out of the ground at home, and for decades nobody saw a reason to argue with that. At its peak the GCC was bringing in ~85% of everything on its plates and in the cases of Qatar, Kuwait and Bahrain, between 80% and 100% of the wheat consumed transits a single maritime chokepoint, the Strait of Hormuz. Then the cracks showed. The pandemic sealed borders almost overnight. When war broke out in Ukraine, grain stopped leaving the Black Sea. Shipping costs jumped around with no warning, and tariffs nobody had thought about in years were suddenly back in play. A perfectly rational habit had turned into a liability.

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