## Future agribusiness challenges: Strategic uncertainty, innovation and structural change

Agribusinesses have had to respond by reassessing their strategies – or their selected market positions and approach for successfully differentiating their businesses – and committing to a planning process that discovers and considers uncertainties and other factors that may change and challenge their businesses. Globally, supply and demand factors have changed the edible vegetable oil industry. To identify a position for their operations, agribusinesses form strategic plans that account for projected market conditions and the firms' response to them. The researchers' objective is to summarize global edible oil consumption shifts, explain drivers that affect edible oil markets and illustrate the need for agribusinesses to revise their strategies. Agribusinesses are making changes to go high-tech. From data-gathering drones to artificial intelligence farming, technology is making the agricultural sector more precise and efficient as agribusinesses push for increased profits. The agricultural sector is regarded as one of the most critical industries for the African continent due to economic potential and is projected to become a US$1 trillion industry in sub-Saharan Africa (SSA) by 2030. The survey focuses on the strategic challenges that agribusiness leaders face in their businesses, while on the other hand it highlights areas where technological innovation can make a difference in the future. In addition, the survey provides viewpoints on the agricultural sector in Nigeria and Kenya.