

We know Africa

CONSUMER  INSIGHT

Here is our story:

For more than 20 years, we have been at the forefront of conducting market research in Africa. Our principal aim?

To become the partner of choice in delivering credible and reliable market research in the continent. In this, our work has spoken for itself.

We have delivered.

Undeterred by national borders, we have conducted market research in all corners of the continent.

And because our roots are set down firmly in Africa, we are confident that even in the future, our work will continue to blossom.

OUR
STORY





OUR CLAIM

Not only do we understand the continent's vast complexities, we also have our finger on the distinct nuances that exist in the consumer markets of Africa. Simply put, We Know Africa. And by partnering with us, we guarantee that you too can know it.

Our approach is to ask the “so what” question; to go beyond mere data and to interrogate what the insights we gather mean for you.

OUR
APPROACH





OUR METHODS

In our research endeavours, we use Computer Aided Telephone Interviews (CATI); Computer Aided Web Interviews (CAWI); and Computer Aided Personal Interviews (CAPI). We also make extensive use of our Voices-Africa Online Panel—a rich database of more than 300,000 panelists cutting across the demographics of countries such as Kenya, Uganda, Tanzania, Ghana, Nigeria, and South Africa.

Customised research

We understand that there are times when you need a specific answer to a specific research question. Our CUSTOMISED RESEARCH is designed to attend to your particular research problem.

You bring your problem to us and, like bespoke tailoring, we conduct research and collect insights that will not only be suited to your unique specifications but which will also address your specific needs.

OUR RESEARCH SOLUTIONS





OUR
**RESEARCH
SOLUTIONS**

Branded research

With our BRANDED RESEARCH, we address research areas which we think deserve research attention. Emanating from the data we gather in our pursuits across the African continent, think of this as a ready-to-wear solution, developed to provide insights into particular demographics.

Branded research

DAMA is your passport into the world of the African woman. This in-house research study debunks received wisdom about the African woman and provides insight into what really makes her tick. With a comprehensive presentation of her lifestyle preferences and attitudes, the study guarantees you uninhibited access into the mind of the African woman.

The DAMA logo is a white graphic on a pink square background. It features a stylized lowercase 'd' with a curved top, followed by the lowercase letters 'ama' in a clean, sans-serif font.

dama





Digitalk

Branded research

DIGITALK unearths the influence of emerging technologies on the daily realities of African people. Working with a base sample of internet users across Africa, the study gets down to the nitty-gritty of how Africans are navigating the digital space through their interactions with social media, banking, shopping, mobile money, dating platforms, news consumption, education, betting, and so much more.

Branded research

HOLLA focuses on youth, giving you unique insight into the mind of this generation that is garnering considerable attention in the global marketplace. By compiling research findings collected from youth from all walks of life, the study lets you inside the world of this tech-savvy and hyper-connected demographic.

HOLLA





WAKENYA

Branded research

WAKENYA gives you access to the mind of the typical Kenyan consumer. This study gives you unrivalled insight into the mindset of Kenyans, letting you know not just who the Kenyan consumer is but how they think, what they typically do, and what it is, exactly, that they need.

Branded research

ARETE assesses customer service in service industry, which includes financial services, home internet services, mobile phone services, pay TV, online retailers, supermarkets, and mobile app taxi-hailing services. The study also presents the ARETE INDEX, Kenya's first and only Service Industry Customer Service Index, which provides information on how companies are ranked in terms of service.





OUR
**SIX-COURSE
RESEARCH
WORKSHOPS**

With our SIX-COURSE WORKSHOPS, we offer participants a chance to contemplate the relevance of our in-house branded research findings to their brands. Designed to be day-long affairs, the Research Workshops include elaborate research presentations as well as interactions with guest speakers drawn from a specially-curated panel of experts who have amassed vast experience in the universe of marketing.

I liked regular updates from the project team, quality of final report and relevance of insights.

Head of Research, Acorn

Overall, the team did a fantastic job! The collaborative approach should be emulated in future studies.

Head of Quality Assurance, PS Kenya

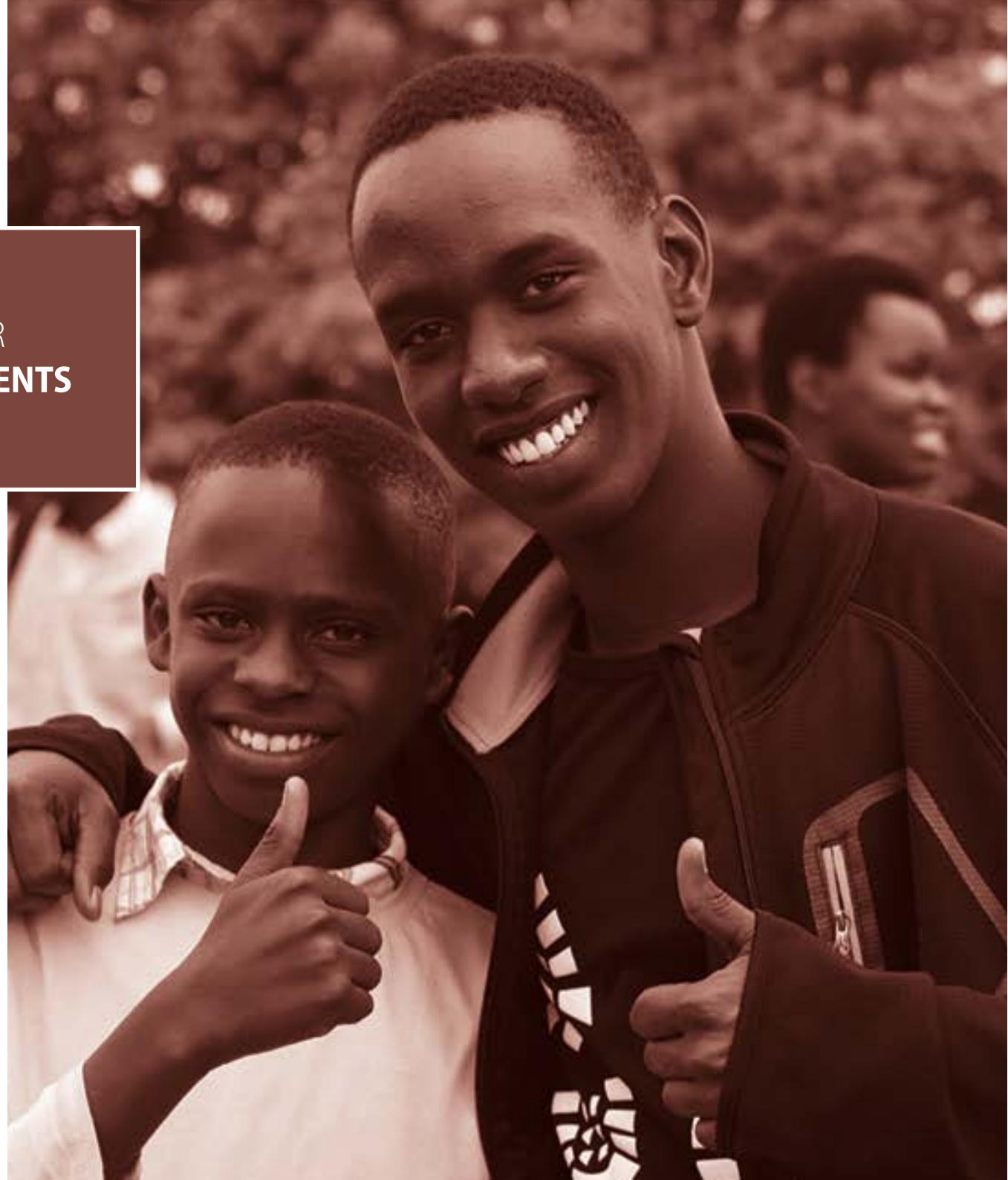
The report was useful and well presented.

Knowledge and Insights Manager, The Coca-Cola Company

The staff are very professional and understand the client's needs.

Marketing Manager, Securex

OUR CLIENTS





OUR REPUTATION

For more than 20 years, we have built our reputation on the solid foundation of our work. Not only are we known for our capacity to deliver what we promise, but our zeal to provide nuanced consumer insights into the African marketplace has solidified our place as the African full-service market research agency of choice.

Teamwork makes the team work. And at Consumer Insight, we are especially proud to have the best talent working hard to deliver excellent service to our clients. While we are proud of the work we do and the results that we deliver, we understand that it is the relationships we build that endure. We may come from all walks of life, but we are connected by one mission: to deliver actionable consumer insights that are nuanced, relevant, and borne out of a deep understanding of African consumer markets.

A black and white photograph of a group of African children, mostly girls, smiling and laughing. The image is slightly blurred, creating a sense of movement and joy. A dark brown rectangular box is overlaid on the left side of the image, containing the text 'OUR PEOPLE'.

OUR PEOPLE



OUR LOCATION

We are headquartered in Kenya's capital of Nairobi. But this is the truth: as long as we are talking about Africa, we will be anywhere you want us.

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**FIND
US**

CONSUMER  INSIGHT

