

Data Collection

Case Studies

Daily Targets

- Calls: 1,200
- Response Rate: 80%

Data Collection Case Studies: Past projects

“

Research & Insights Group is a dedicated data collection partner working across 32+ African markets, the broader Middle East region, and supporting both regional and global agencies. We specialize in high-quality quantitative and qualitative fieldwork delivered through locally trained teams, modern technology, and strict quality controls.

One Team, 32 African Countries”

What We Do

- Multi-country data collection
- CAPI, CATI, CLT, intercepts, IDIs + FGDs
- Recruitment, supervision, and translation
- Data validation & clean datasets for analysis

Our Fieldwork Capabilities

- Face-to-Face CAPI
- CATI (Call Centre Networks)
- Central Location Tests (CLTs)
- In-Home & On-Street Interviews
- Shopper & Retail Intercepts
- Qualitative FGDs and IDIs
- Automotive Car Clinics

We support agencies across various industries including FMCG, telecom, financial services, healthcare, automotive, and energy.



Multi-segment Banking Study: Brand & Product Perceptions in Kenya



To understand brand awareness, product usage, and perceptions of a leading international bank and its competitors among affluent, SME, and corporate banking segments in Kenya.



Approach:

Structured quantitative survey using a detailed questionnaire, including screening, brand awareness, current usage, and product testing sections.



Sample:

The study targeted three main segments. Both bank and non-bank customers were included in the research. For each segment, approximately 100 respondents were selected, following set quotas to ensure balanced representation across the groups.



Data Collection

Face-to-face interviews using showcards and scenario-based questions, conducted in major cities and business hubs across Kenya.



Region(s)

Kenya (urban and business centers)

Outcome: Findings from the study, guided marketing, product development, and customer engagement strategies for the bank in Kenya.

Internet Usage Study: Kenya



To understand national internet usage patterns, device access, digital habits, barriers to connectivity, and adoption of online services among Kenyan consumers.



Approach:

A quantitative study conducted fully via Computer-Assisted Telephone Interviews (CATI).



Sample:

A total of **1,000 respondents**, balanced across gender, age groups, and socio-economic segments. The sample captured both frequent and occasional internet users, ensuring nationally representative insights.



Data Collection

Interviews were executed through a central CATI facility using trained interviewers and a standardised questionnaire. Daily call quotas, random-digit dialing (RDD), and quality-control checks ensured accuracy and sample integrity.



Region(s)

Nationwide coverage across all Kenyan counties

Our Role: *Research & Insights Group managed the full CATI operation: sample management, call scheduling, interviewer supervision, call-back protocols, validation checks, and delivery of 100% clean datasets ready for analysis.*



Two-Wheeler Usage & Ownership Study: Tanzania



To assess usage behaviours, ownership trends, purchase drivers, and maintenance patterns among two-wheeler users in Tanzania's key urban centres.



Approach:

A quantitative, on-ground field study using Computer-Assisted Personal Interviews (CAPI) to capture accurate behavioural data directly from riders and owners.



Sample:

300 respondents, including boda boda riders, delivery riders, private owners, and motorcycle taxi operators. The sample represented both commercial and personal-use riders.



Data Collection

Face-to-face interviews conducted at high-traffic locations such as boda stages, garages, fuel stations, and delivery hubs. Interviewers used tablets for real-time data capture.



Region(s)

Major urban centres: Dar es Salaam, Arusha, Mwanza, covering areas with high motorcycle density.

Our Role: Research & Insights Group coordinated rider recruitment, interviewer deployment, field supervision, safety protocols, and data verification. We delivered validated datasets aligned with client specifications.



RESEARCH
& INSIGHTS
GROUP

strategy, innovation and growth

Non-Fuel Services & Customer Experience Study: South Africa



To evaluate customer perceptions, usage of non-fuel services, satisfaction with service stations, and improvement areas across the client's retail network.



Approach:

Quantitative customer-intercept interviews conducted at selected service stations.



Sample:

900 respondents, including, convenience-store shoppers, car-wash users, and lubricant buyers.



Data Collection

Face-to-face On-site CAPI interviews conducted at client's stations during peak and off-peak hours.



Region(s)

Urban and peri-urban areas across three cities, Cape Town, Durban and Johannesburg.

Our Role: Research & Insights Group delivered full fieldwork execution, quota tracking, daily monitoring, interviewer management, back-checking, and dataset cleaning, ensuring high-quality segmentation data.



||| Social Selling Study : Nigeria (Quant + Qual)



To understand how Nigerians use social networks to promote, sell, and influence purchasing decisions online.



Approach:

A mixed-method study combining 300 quantitative face-to-face household interviews and in-depth qualitative interviews with active social sellers.



Sample:

A total of **N = 300 adults**, representing general social media users and active online sellers / users engaged in online marketing through Facebook, WhatsApp, Instagram, and other platforms.



Data Collection

Interviewers using a structured questionnaire for the quantitative phase and a semi-structured discussion guide for the qualitative interviews (online).



Region(s)

Lagos, Abuja

Our Role: *As the data collection partner, Research & Insights Group executed the full fieldwork operation: sampling, recruitment, household selection, interviewer deployment, supervision, and nightly data validation.*



Telco Market Segmentation: Botswana



To segment mobile users based on behaviours, needs, spending, and digital lifestyle patterns to support product development, pricing, and customer-experience strategies.



Approach:

A large-scale quantitative segmentation study using CAPI to gather detailed behavioural and attitudinal data from mobile users nationwide.



Sample:

1,500 respondents, selected across age groups, income brackets, and urban/rural populations. The sample covered prepaid, postpaid, smartphone, and feature-phone users.



Data Collection

Face-to-face interviews conducted at households, bus ranks, malls, universities, and workplaces. Interviewers used tablets equipped with logic-controlled questionnaires.



Region(s)

Nationwide coverage across Gaborone, Francistown, Maun, Kasane, and rural settlements.

Our Role: Research & Insights Group delivered full fieldwork execution, quota tracking, daily monitoring, interviewer management, back-checking, and dataset cleaning, ensuring high-quality segmentation data..



Consumer Hygiene Study: Central Location Testing in Kenya



To evaluate consumer preferences and behaviors regarding hygiene products through controlled central location testing.



Approach:

Quantitative research using central location tests (CLT), involving direct product interaction and structured feedback.



Sample:

600 respondents, recruited and incentivized, representing diverse consumer segments..



Data Collection

Face-to-face interviews at hired central locations, with multiple sessions over 7 intervals. Data collected by trained interviewers using laptops..



Regions

Kenya (specific urban centers where CLT was conducted)

Outcome: As the data collection agency, we were responsible for designing and executing the quantitative research process, which included recruiting and incentivizing 600 diverse respondents, conducting face-to-face interviews at central locations, and ensuring structured feedback was gathered through direct product interaction.



Pan-African Study: Perceptions of Climate Change and Its Consequences



To assess African citizens' perceptions, experiences, and knowledge regarding climate change and its impacts across 6 African countries.



Approach:

Quantitative research using a structured questionnaire, covering concern, experience, knowledge, perceived causes, and attitudes toward climate change.



Sample:

600 per country, nationally representative adult respondents (18+), with quotas by age, gender, education, and occupation across multiple African countries.



Data Collection

Face-to-face interviews conducted by trained interviewers, using a standardized questionnaire (approx. 15 minutes per respondent).



Regions

Kenya, Tanzania, Zambia, Rwanda, Madagascar and Cameroon.

Our Role: *Provided actionable insights into public concern, perceived impacts, knowledge gaps, and support for climate action. Results informed policy recommendations and public awareness strategies for a leading pan-African institution..*



Consumer Evaluation of Oil Change Service Centers: Focus Group Study



To understand consumer experiences, preferences, and perceptions of oil change services across different service center types.



Approach:

Face-to-face focus group study with vehicle owners who handle their own oil changes. Study examined service expectations, decision drivers, brand perceptions, and satisfaction across fuel-station bays, franchise workshops, and independent mechanics.



Sample:

2.5-hour FGDs with 8 respondents per group, per country.



Data Collection

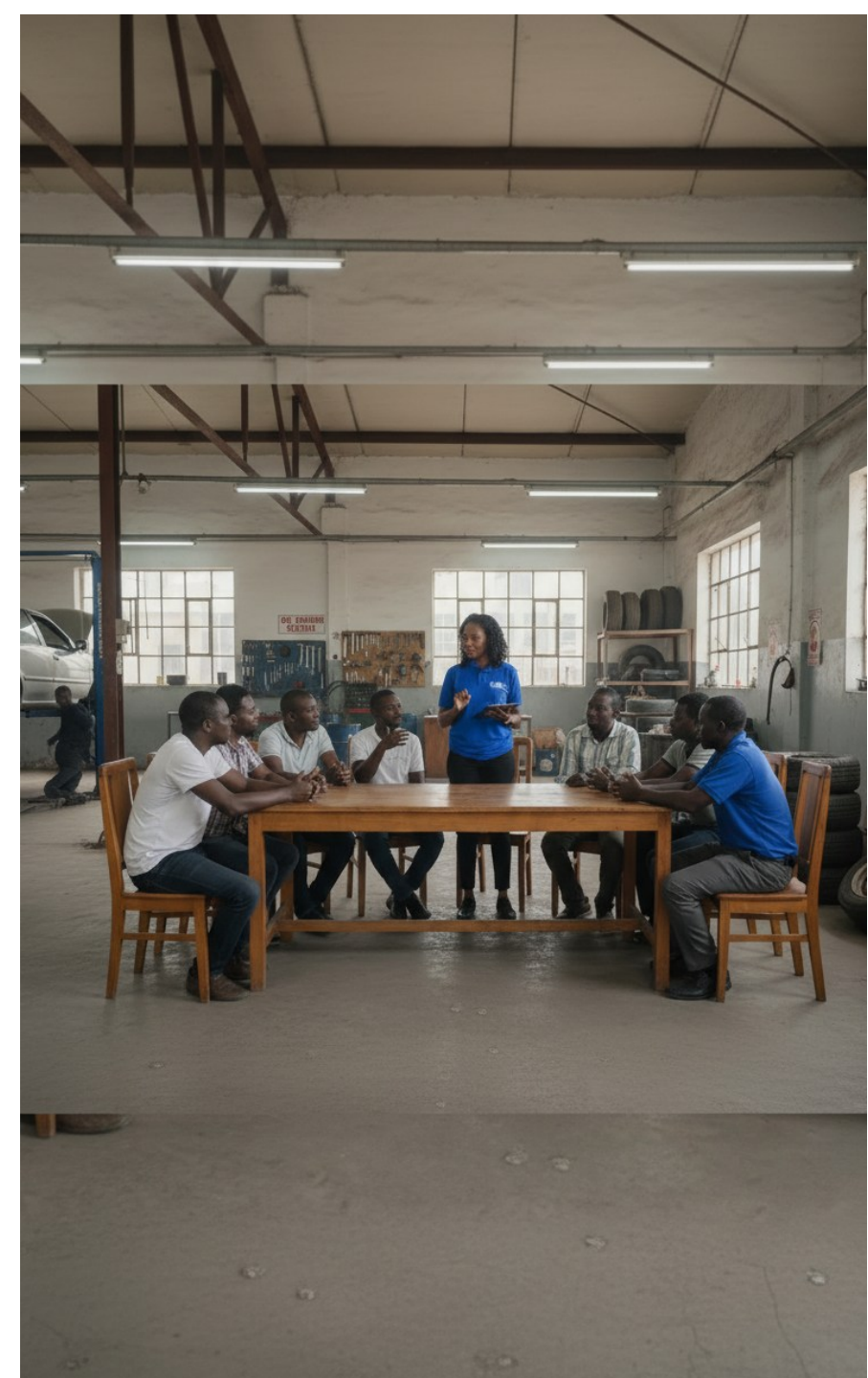
Respondents were screened through a questionnaire on demographics, vehicle ownership, service habits, and oil-change preferences. Selected individuals joined 2.5-hour in-person discussions on detailed service experiences.



Regions

Kenya, Tanzania, Uganda, Mozambique, Zambia, and Rwanda

Our Role: Managed full respondent recruitment based on the strict profile required, conducted screening interviews, verified segmentation, and coordinated attendance for all focus groups.



Fuel Station Services Study: Intercept Interviews in Kenya & South Africa



To understand consumer behaviour and service usage among customers who visit fuel stations for non-fuel services such as car maintenance, car wash, shopping, coffee, or quick-service restaurants..



Approach:

Quantitative intercept interviews conducted inside fuel stations, targeting consumers immediately after purchasing non-fuel services.



Sample:

A total of **900 respondents** were interviewed across both markets, including private car owners, taxi drivers, and truck drivers. Sampling was structured across multiple cities and four stations per city to reflect different station formats.



Data Collection

Face-to-face intercept interviews lasting approximately 20 minutes. Interviewers were stationed at selected locations over a four-day weekly cycle, capturing consumers at the point of service.



Regions

Kenya (Nairobi, Mombasa, Eldoret) and South Africa (Johannesburg, Durban, Cape Town)

Our Role: As the data collection agency, Research & Insights Group was responsible for all fieldwork activities, including securing station access, deploying interviewers, monitoring quotas, and verifying respondent eligibility..



Non-Fuel Services Study: Qualitative & Quantitative Research Across 4 African Markets



To understand consumer behaviour, motivations, and service perceptions among individuals who visit fuel stations for non-fuel services such as car wash, maintenance, lubricants, shop purchases, and convenience services.



Approach:

A mixed-method research design combining qualitative focus groups and in-depth interviews, followed by a large-scale quantitative survey.



Sample:

The qualitative phase included **6 focus groups** per country with 8 participants per group, plus 6 in-depth interviews per country. The quantitative phase interviewed **1,500 respondents** across the four markets.



Data Collection

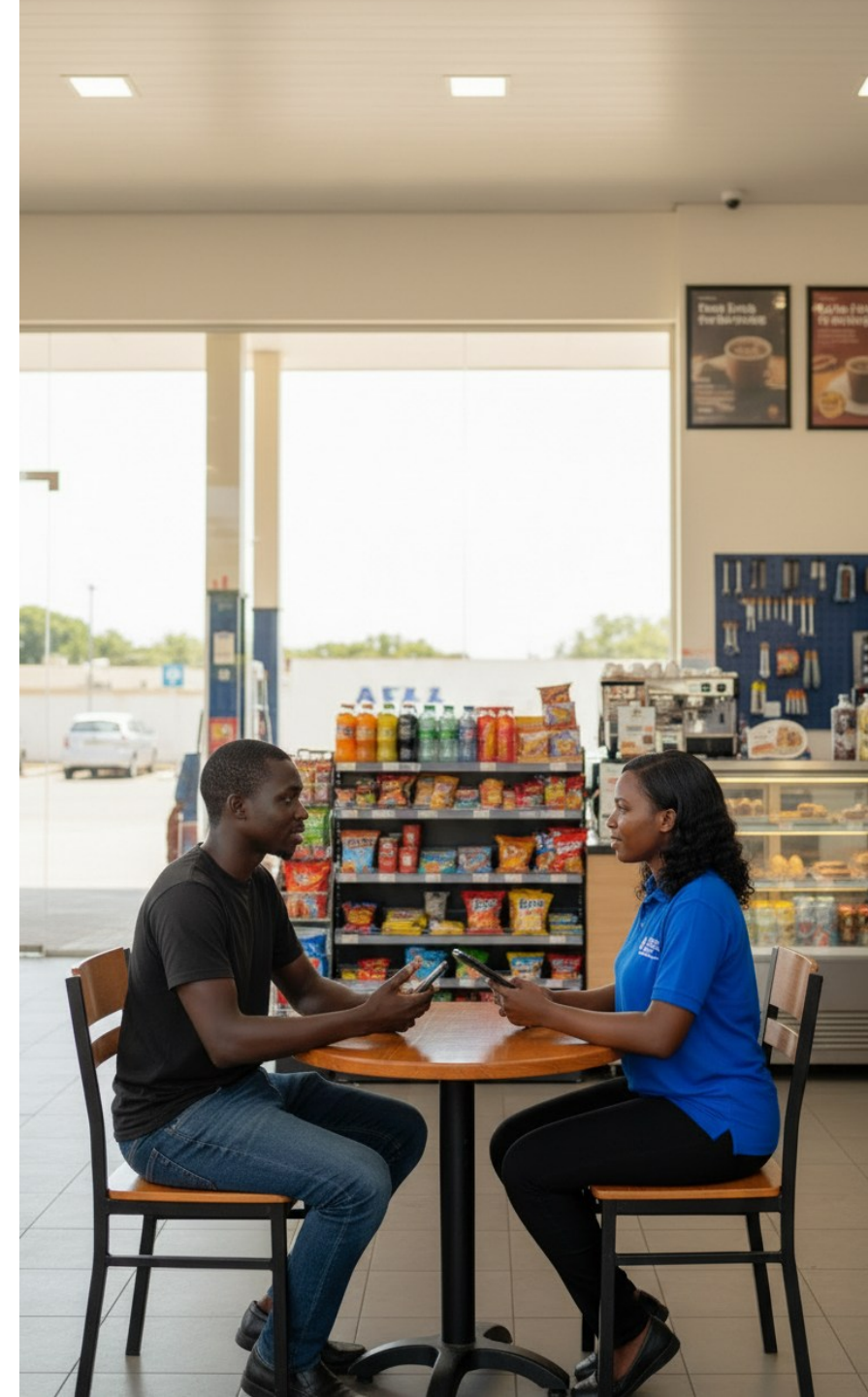
Qualitative fieldwork, using structured discussion guides for both group sessions and IDIs. The quantitative phase using face-to-face interviews.



Regions

Tanzania, Rwanda, Zambia, and Mozambique, with fieldwork implemented across capital and secondary cities selected for market coverage.

Our Role: Research & Insights Group was responsible for coordinating multi-country fieldwork, recruiting respondents across all quotas, managing qualitative facilities, deploying interviewers, and executing both phases of data collection.



National Opinion Poll: South Africa (CATI Study)



To measure public attitudes, perceptions, and sentiment on key national issues through a structured telephone survey.



Approach:

A quantitative polling study conducted using Computer-Assisted Telephone Interviewing (CATI) to reach a broad cross-section of adult respondents nationwide.



Sample:

A total of **5,000** respondents were interviewed across South Africa. The sample reflected demographic diversity across age, gender, socio-economic status, and geography, ensuring a representative view of national public opinion.



Data Collection

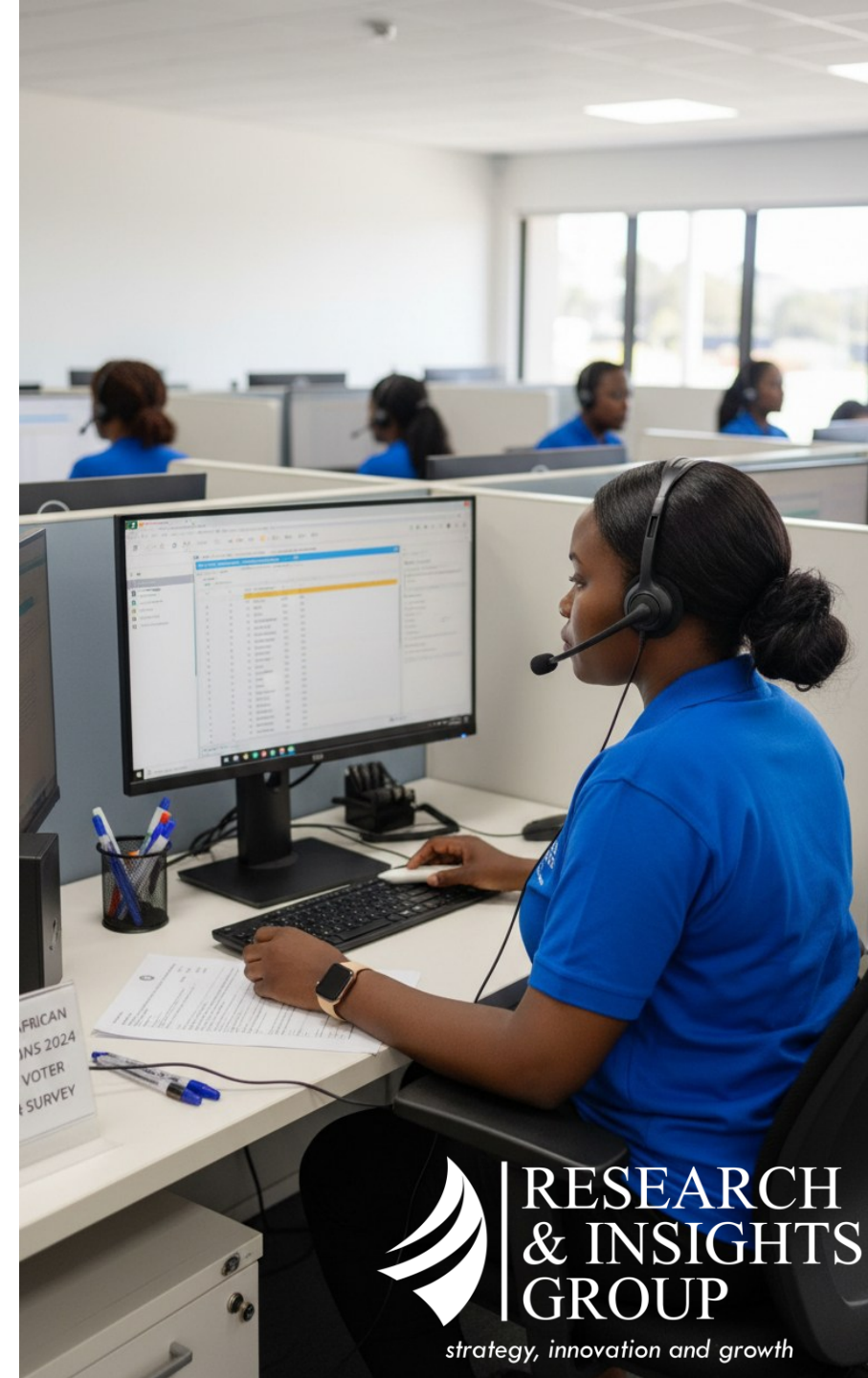
All interviews were conducted via CATI, using trained interviewers operating from centralized calling stations. Respondents were selected through random-digit dialing procedures, and each interview followed a strict polling questionnaire.



Regions

Nationwide coverage across South Africa

Our Role: Research & Insights Group managed the entire CATI field operation, including interviewer deployment, quota monitoring, call supervision, and validation of completed interviews.



Financial Inclusion Study: Ghana



To understand how low and middle-income consumers manage daily finances, save, borrow, and make digital payments, with a focus on barriers to financial inclusion.



Approach:

:

A qualitative study using one-on-one in-depth interviews (IDIs). Interviews explored personal financial habits, trust in financial institutions, and perceptions of digital banking services.



Sample:

60 respondents representing different income levels, occupations, and financial behaviours. Participants were screened to include both users and non-users of digital financial services.



Data Collection

Face-to-face IDIs conducted in comfortable indoor settings. Interviewers used structured guides and digital devices to capture responses.



Regions

Accra, Ghana

Our Role: Research & Insights Group handled recruitment, scheduling, interviewer deployment, and all field logistics. Our team ensured respondent authenticity, guided sensitive conversations professionally, and delivered high-quality transcripts and audio files ready for client analysis.



RESEARCH
& INSIGHTS
GROUP

strategy, innovation and growth

Motorcycle Study: Colombia



To understand consumer decision-making, motivations, and barriers among buyers and non-buyers of two motorcycle models in the Colombian market.



Approach:

A mixed-method study combining CATI interviews and in-depth qualitative conversations. The design explored purchase motivations, dealership experience, brand perceptions, and reasons for accepting or rejecting specific motorcycle models.



Sample:

The quantitative phase consisted of **200 CATI** interviews. While the qualitative phase includes 16 IDIs, each lasting approximately 60 minutes



Data Collection

CATI interviews (15 minutes each) capture structured feedback on purchase paths, evaluation criteria, and competitive comparisons.



Regions

Fieldwork conducted across Colombia

Our Role: As the data collection agency, Research & Insights Group managed full respondent recruitment, conducted all CATI and IDI interviews, managed transcription and QC, and delivered validated datasets and interview outputs. Our team ensured accurate segmentation of acceptors and rejectors and maintained strict quality standards throughout the study.



Automotive Car Clinic : Consumer Evaluation Study



To understand consumer perceptions, preferences, and purchase motivations through an integrated Car Clinic and qualitative discussion approach.



Approach:

A mixed-method design combining a structured Car Clinic evaluation with focus group interviews.



Sample:

The study included quantitative Car Clinic evaluations conducted through face-to-face CAPI interviews, followed by qualitative participants recruited from the quant sample for FGIs.



Data Collection

Car Clinic sessions and FGIs were conducted at a central venue following a structured schedule. The team executed a complete consumer evaluation process including vehicle display setup, respondent walkarounds, scoring tasks, and in-depth discussions.



Regions

Kenya

Our Role: As the data collection partner, Research & Insights Group managed full field execution including recruitment, venue preparation, Car Clinic facilitation, FGI moderation, translation, dealership visit arrangements, and logistics coordination.



Consumer Remittance Channels Study: (Quant & Qual)



To understand how recipients receive money from their preferred channels, barriers, and overall remittance experience.



Approach:

A mixed-method design combining quantitative face-to-face CAPI interviews with in-depth qualitative focus group discussions.



Sample:

The quantitative phase included **400 interviews** among adults (recipients). Gender and age quotas were proportionate to the national population. The qualitative phase consisted of 2 FGDs with 16 total participants, balanced by gender



Data Collection

The qualitative FGDs (2 hours each) explored motivations, pain points, and channel perceptions in depth.



Regions

Fieldwork was conducted across Senegal for the quantitative phase, while qualitative discussions were held in Dakar, the capital, to ensure access to diverse remittance recipients.

Our Role: As the data collection partner, Research & Insights Group managed quantitative fieldwork, respondent recruitment, training, quality control, FGD moderation, transcription, venue coordination, and project management.



strategy, innovation and growth

Qualitative Consumer Insights Study: Kenya & Côte d'Ivoire



To understand consumer experiences, perceptions, and behaviour through in-depth qualitative discussions in two African markets.



Approach:

A qualitative approach using moderated, in-depth discussions to explore consumer motivations, everyday experiences, and category perceptions.



Sample:

A total of 12 respondents, 6 in Kenya and 6 in Côte d'Ivoire, selected based on defined screening criteria relevant to the study's objectives.



Data Collection

Fieldwork was conducted over 3 days per market, using structured qualitative guides to ensure consistency. Interviews covered core thematic areas, with each session captured, documented, and validated for quality.



Regions

Urban centers in Kenya and Côte d'Ivoire, selected for reliable access to qualified respondents and diverse perspectives reflective of each market.

Our Role: Research & Insights Group led full fieldwork delivery across both markets, managing targeted recruitment, interviewer coordination, incentive distribution, and daily quality checks.



RESEARCH
& INSIGHTS
GROUP

Cruiser Divertissement Study: Mayotte Island & Île de la Réunion



To collect consumer insights related to entertainment behaviours, service usage, and engagement patterns across two island markets..



Approach:

A structured field data collection exercise conducted through on-ground interviews. The study focused on capturing consumer interactions, entertainment preferences, and usage behaviour within the respective island contexts.



Sample:

The study was conducted across Mayotte Island and Île de la Réunion, targeting general entertainment consumers from a sample of **N-1000**



Data Collection

On-site interviews were carried out using trained field teams. Each interview followed a structured questionnaire provided by the commissioning research team.



Regions

Fieldwork was implemented separately in Mayotte Island and Île de la Réunion, ensuring adequate coverage of local consumer segments within each island.

Our Role: *Research & Insights Group executed full fieldwork operations across both islands. This included interviewer deployment, supervision, respondent coordination, and secure data handling..*



Healthcare Access Study: Household Interviews in Low-Income Communities



To understand how households in underserved communities access healthcare, manage illness, navigate costs, and make decisions about treatment across public and private facilities.



Approach:

A mixed-method design combining quantitative household surveys with qualitative in-depth interviews (IDIs).



Sample:

A total of **400** quantitative interviews complemented by **24** qualitative IDIs.



Data Collection

Door-to-door interviews conducted within low-income settlements. Enumerators used tablets to administer structured questionnaires, while qualitative moderators conducted conversational IDIs with healthcare specialist.



Regions

Fieldwork was conducted across selected urban and peri-urban communities characterised by limited healthcare access, long travel distances, and high reliance on public facilities.

Our Role: As the data collection partner, Research & Insights Group delivered full field execution, respondent recruitment, household verification, interviewer deployment, daily supervision, and quality control.



strategy, innovation and growth

Consumer Health Study : Nigeria



To understand everyday health behaviours, risk perceptions, and lifestyle attitudes among urban consumers through structured face-to-face interviews.



Approach:

A quantitative field study using in-person interviews to explore health practices, preventive behaviours, service awareness, and attitudes toward wellbeing.



Sample:

A total of **500** face-to-face interviews were completed across Nigeria. The sample included adults from diverse demographic profiles, capturing variation in health habits, access to services, lifestyle routines, and community-level perceptions.



Data Collection

Interviewers engaged respondents in accessible public locations across key cities, following daily productivity targets.



Regions

Major high-traffic urban areas across Nigeria's key cities were covered, ensuring exposure to different population groups and living environments relevant to health behaviours.

Our Role: As the data collection partner, Research & Insights Group managed full field execution, including deploying trained interviewers, tracking quotas, providing daily supervision, and validating all interviews.



Compact Pack Test : Kenya & Nigeria



To evaluate consumer reactions to compact detergent packs, including clarity of communication, appeal, comprehension, and likelihood of purchase.



Approach:

A central-location quantitative product test assessing pack appeal, message understanding, and shopper decision-making.



Sample:

400 detergent users across both markets, including regular and occasional purchasers across socio-economic segments.



Data Collection

CLT-based interviews using laptops, including simulated shelf tasks, pack evaluations, and purchase intent ratings. Fieldwork ran for 15 days.



Regions

Urban sampling in Kenya and Nigeria.

Our Role: Research & Insights Group handled recruitment, venue setup, interviewer deployment, quality checks, and validation of visual tasks. Clean, QC-verified datasets were delivered.



strategy, innovation and growth

Video Streaming Services Profiling: Kenya



To map streaming behaviour, content preferences, platform switching, and subscription drivers among Kenyan viewers..



Approach:

A quantitative profiling survey assessing usage frequency, subscription dynamics, content choices, and engagement levels.



Sample:

800 respondents aged 18–45, including both paid subscribers and free-content users.



Data Collection

Online/mobile-assisted surveys completed in 10 days.



Regions

Nationwide urban and peri-urban Kenya..

Our Role: Research & Insights Group managed screener setup, authentication checks, quota monitoring, and dataset validation.



strategy, innovation and growth

Mobile & Digital Segmentation Study: 8 African Markets



To segment mobile and digital users across eight African countries based on usage behaviour, attitudes, needs, and adoption of digital services.



Approach:

A large-scale quantitative segmentation N-1000 per country covering mobile ownership, digital behaviour, service adoption, and attitudinal variables to build actionable consumer clusters.



Sample:

Nationally representative samples across 8 African markets, comprising thousands of respondents across age, gender, and socio-economic categories.



Data Collection

Face-to-face CAPI surveys using structured segmentation modules. Enumerators captured device usage, digital habits, app ecosystems, spending patterns, and attitudinal metrics. Fieldwork followed strict multi-country QC procedures.



Regions

Eight African countries including urban, peri-urban, and rural sampling frames to achieve full market representativeness.

Our Role: Research & Insights Group managed sample allocation, nationwide interviewer deployment, CAPI programming, translation, GPS validation, quota management, and daily performance tracking across all markets. We delivered clean, merged datasets aligned with the segmentation framework.



Mobile U&A Quantitative Study: Tanzania



To measure mobile usage behaviour, brand health, service adoption, and category needs among Tanzanian consumers.



Approach:

A nationwide quantitative U&A study evaluating mobile ownership, network perceptions, service usage, satisfaction, and switching behaviour.



Sample:

1,900 face-to-face interviews with mobile users across age, gender, and income groups, ensuring national representation of user profiles.



Data Collection

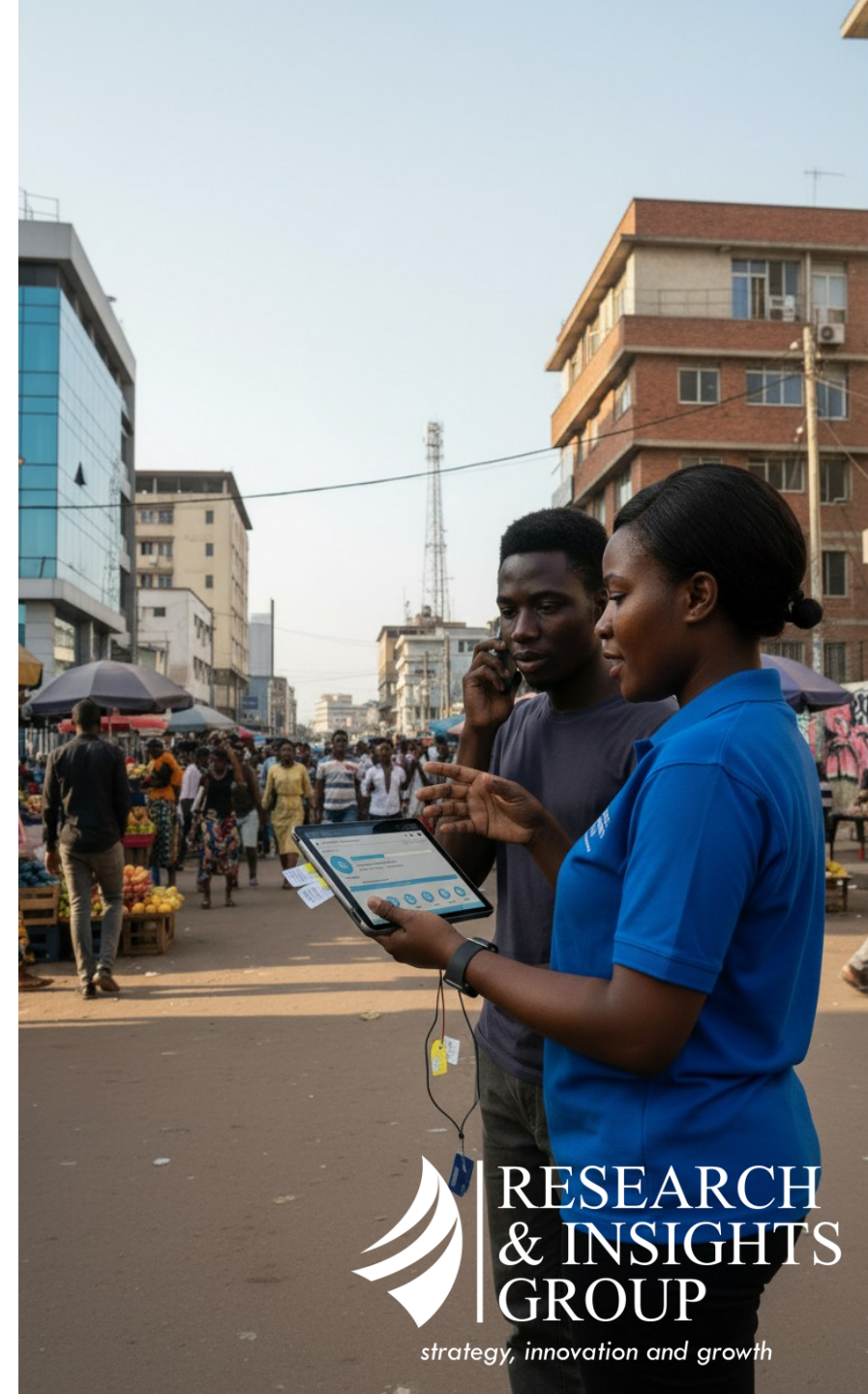
CAPI-based interviews using a structured U&A questionnaire covering network performance, recharge habits, service features, and customer experience. Data collection followed daily progress checks and QC audits.



Regions

Nationwide coverage across Tanzania, sampling urban centres, mid-tier towns, and rural zones.

Our Role: Research & Insights Group oversaw nationwide field deployment, quota balancing, device allocation, monitoring dashboards, translations, validation checks, and dataset preparation. We ensured high-quality, reliable data for in-depth U&A analysis..



Instant Powder Drink Study: Nigeria, Senegal & Somalia



To explore consumer perceptions, flavour expectations, mixing habits, usage occasions, and emotional associations linked to powdered juice products across three culturally distinct markets.



Approach:

A qualitative study using FGDs to understand taste preferences, packaging cues, sweetness levels, preparation behaviours, and overall category attitudes.



Sample:

FGDs included mixed-gender users in Senegal, diverse socio-economic groups in Nigeria, and culturally specific groups in Somalia to capture unique preferences and habits.



Data Collection

CAPI-based interviews using a structured U&A questionnaire covering network performance, recharge habits, service features, and customer experience. Data collection followed daily progress checks and QC audits.



Regions

Urban centres in Senegal, Nigeria & Somalia.

Our Role: Research & Insights Group managed recruitment, moderation, room setup, incentives, translation, and transcript delivery.



strategy, innovation and growth

Rural Livelihoods & Community Needs Assessment: Mixed-Method Field Study



To understand rural households' livelihood activities, community priorities, access to essential services, and perceptions of development programs across remote villages.



Approach:

A mixed-method study combining quantitative household surveys with qualitative in-depth interviews (IDIs).



Sample:

A total of 350 quantitative household interviews and 20 qualitative IDIs conducted with farmers, pastoralists, informal workers, women caregivers, and elderly community members.



Data Collection

Interviews were conducted in rural villages and dispersed homesteads, using tablets for the survey component and semi-structured guides for IDIs.



Regions

Fieldwork was conducted across selected rural clusters characterised by low infrastructure access, limited social services, and high reliance on agriculture and livestock.

Our Role: As the data collection partner, Research & Insights Group managed end-to-end field execution, sample recruitment, village mapping, enumerator deployment, daily monitoring, and quality checks..



Soft Drinks study (4 year Brand Health Tracker): Kenya



To understand consumption behaviour across major soft drink categories and measure nationwide advertising awareness among Kenyan consumers.



Approach:

A nationwide quantitative study assessing category usage, purchase behaviour, brand interactions, and advertising awareness across key soft drink segments.



Sample:

A monthly sample of 200 consumers per wave. Each wave included both heavy and light soft-drink users, ensuring balanced representation across carbonates, juices, flavoured drinks, bottled water, and energy drinks.



Data Collection

Face-to-face CAPI interviews conducted daily across selected urban, peri-urban, and rural counties.



Regions

Kenya, nationwide coverage spanning major cities, towns, and rural clusters to ensure a holistic national tracker.

Our Role: As the fieldwork partner, Research & Insights Group executed the year-long daily data collection cycle. We managed rotating samples, daily interviewer deployment, quota balance, device readiness, and real-time monitoring dashboards.



Sensory Evaluation & Product Testing: Central Location Study



To assess consumer perceptions, taste preferences, visual appeal, and purchase intent for a range of flavoured beverage prototypes, helping refine product formulations before market launch.



Approach:

A quantitative central location test (CLT) supported by short qualitative probing. Respondents tasted multiple beverage samples in a controlled environment and rated each on taste, aroma, texture, aftertaste, and overall liking. Follow-up discussions explored reasons behind strong likes or dislikes.



Sample:

A total of **120** consumers recruited across gender, age, and usage frequency groups. The sample included both frequent beverage consumers and light or occasional users to ensure balanced sensory feedback.



Data Collection

Testing was conducted in a supervised indoor setting, with each respondent tasting coded beverage samples presented in random sequence. |



Regions

Nigeria

Our Role: As the data collection agency, Research & Insights Group managed the full product-testing setup—respondent recruitment, sample preparation, session scheduling, interviewer supervision, quality checks, and real-time data capture.



strategy, innovation and growth

Multi-country Study : Personal Care Product Usage in 20 African Markets



To assess the usage and preferences for personal care products among women across 20 African markets.



Approach:

Mixed-method research combining quantitative surveys and qualitative focus groups.



Sample:

7,500 consumers (approximately 500 per country) across 15 African markets.



Data Collection

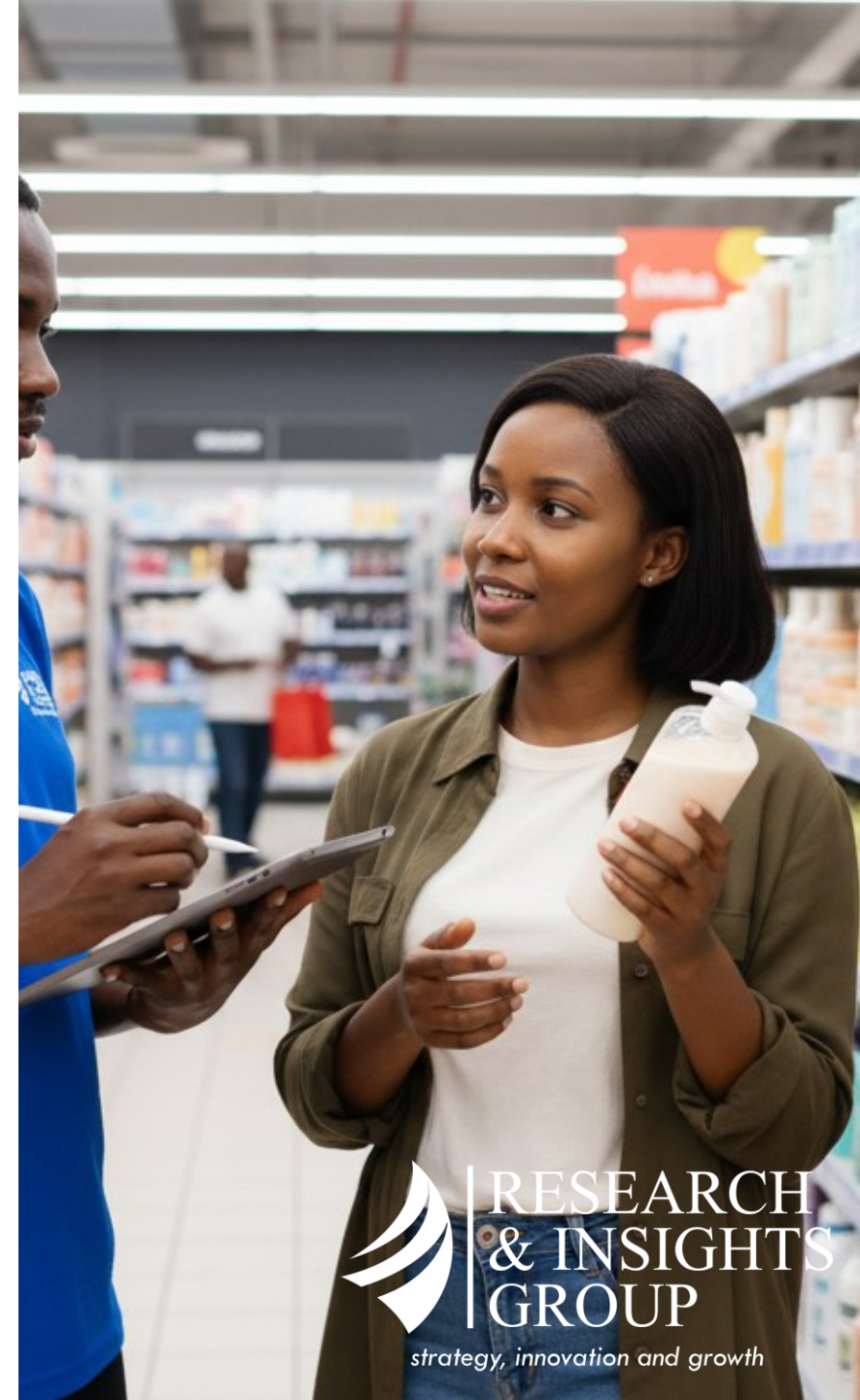
Online surveys, face-to-face interviews, and focus groups conducted in major cities and rural areas.



Regions

Nigeria, South Africa, Kenya, Egypt, Ghana, Tanzania, Ethiopia, Uganda, Mozambique, Zambia, Zimbabwe, Rwanda, Senegal, Ivory Coast, and Cameroon.

Outcome: Provided comprehensive data on beverage consumption habits, preferences, and cultural influences, guiding product development, marketing strategies, and regional distribution plans.





Get Intouch

For project enquires / RFQs, reach us at:

Projects@research-insights-group.com