

IOA COMPANY BROCHURE



Empowering Growth. Shaping Africa's Future.

Your Research and Intelligence Partner

IN ON
AFRICA

AFRICAN MARKET RESEARCH
BUSINESS INTELLIGENCE
CONSULTING



In On Africa (IOA) is a leading research, intelligence, and advisory firm that specialises in providing comprehensive market research and business intelligence services in Africa, focused on Africa.

We cover all 54 African countries and offer our clients a wide range of services to guide their decision-making on the continent.

OUR MOTTO IS

CONNECTING
AFRICA'S
POTENTIAL

This reflects our mission to guide and inform data-driven decision-making in order to positively contribute to the growth of the African continent.

NUMBER OF YEARS
IN OPERATION

+18

AFRICAN COUNTRIES
RESEARCHED

+ 50

CLIENTS WE
HAVE SERVED

+ 100

NETWORK OF EXPERT
CONSULTANTS

+ 300



IOA has its headquarters in the Western Cape of South Africa, full-time staff located across the Southern African region, and consultant presence in +30 African markets.

We also maintain strong strategic partnerships across the entire continent, with access to urban, peri-urban and rural areas.

Our diverse partnership network includes:

- Academic partners
- AI and technology partners
- Digital research partners
- Consulting partners
- Field research partners
- Geospatial research partners
- NPO partners



We are also a member of SAMRA.

● IOA headquarters ● Team and consultant presence ● Strategic partners



IOA strongly believes in mixed-method approaches to market research to ensure fully-informed decision-making

We generally include at least 2-3 of the following methods in projects for our clients, depending on the specific requirements:



Desktop research
and literature
reviews



Face-to-face
and telephonic
interviews
(qual and quant)



Focus groups
(online and
in-person)



In-depth key
informant
interviews



Market research
online
communities
(MROC)



Media monitoring
and social
listening



Mystery shopping
and site visits



Online consumer
panels and
surveys (small and
large-scale
studies)



IOA conducts market research and advisory projects across the African continent, as well as across most industries and sectors

Below is a selection of key focus areas that we have covered in recent client projects:



Conflict, Risk & Security



Education & Training



Energy & Natural Resources



Entrepreneurship & SME development



Financial Services



Food, Beverages & Agriculture



Healthcare



Information & Communications Technology (ICT)



Infrastructure Development



Legal



Media & Communications



Politics & International Relations



Retail & FMCG



Technology & Innovation



Financial Transport & Logistics



Monitoring & Intelligence

IOA provides a variety of ongoing research and intelligence services that deliver critical, real-time insights that enable our clients to navigate uncertainties, seize opportunities, and make informed decisions.

PRODUCT & SERVICE OFFERINGS

Consulting Services

IOA also specialises in a wide range of consulting services that aim to guide our clients in their short- and medium-term decision-making on the African continent.





1 BUSINESS DEVELOPMENT & STRATEGIC SUPPORT

We provide our clients with the necessary support in terms of business development and strategy when entering into or expanding across African markets.

[FIND OUT MORE](#)

2 COMPETITOR MONITORING

We provide expert competitor monitoring and benchmarking services, equipping clients with strategic insights to enhance market positioning and drive sustainable growth.

[FIND OUT MORE](#)

3 CONSUMER SEGMENT TRACKERS

We support clients in their efforts to better-understand consumer needs, attitudes and behaviour through ongoing consumer tracker studies.

[FIND OUT MORE](#)

4 CUSTOMER EXPERIENCE (CX) RESEARCH

We deliver comprehensive and holistic customer experience research to guide our clients in efforts to refine and improve the customer journey.

[FIND OUT MORE](#)

Monitoring & Intelligence Services



5 ELECTION MONITORING

We leverage diverse research methodologies to empower clients in mitigating risks and optimising strategies during electoral processes.

[FIND OUT MORE](#)

6 INDUSTRY, SECTOR & MARKET INTELLIGENCE

We equip clients with ongoing data and insights that are customised to their specific needs, ensuring competitive advantage and sustained growth.

[FIND OUT MORE](#)

7 MEDIA MONITORING & SOCIAL LISTENING

We support client in their efforts to track and understand online customer sentiment, competitor marketing strategies and industry trends.

[FIND OUT MORE](#)

8 ADVANCED DATA ANALYTICS

We help clients unlock deeper insights through predictive models, segmentation, spatial and diagnostic analysis, scenario forecasting, and real-time monitoring dashboards.

[FIND OUT MORE](#)



Consulting Services

1

B2B RESEARCH

We help B2B clients to gain a deep understanding of business customers and provides insight-driven analysis to guide strategies and product/service development.

[FIND OUT MORE](#)

3

CONSUMER RESEARCH

We helps B2C clients to gain a deep understanding of consumers and provides insight-driven analysis to guide strategies and product/service development.

[FIND OUT MORE](#)

5

EMPLOYEE RESEARCH

We assist clients with unpacking employee attitudes, concerns, engagement and aspirations to help inform employee value proposition and human resource planning.

[FIND OUT MORE](#)

2

COMPETITOR INTELLIGENCE

We support clients in their efforts to benchmark themselves against competitors and assess competitor strengths and weaknesses to inform strategic decision-making.

[FIND OUT MORE](#)

4

DUE DILIGENCE INVESTIGATIONS

We assess the financial health, stability, reputation and legitimacy of our clients' potential partners, customers and service providers in Africa.

[FIND OUT MORE](#)

6

GEOPOLITICAL RESEARCH

We help clients to understand the economic, political and social dynamics that may impact their plans and decision making in Africa.

[FIND OUT MORE](#)





7

MARKET ASSESSMENTS

We assist clients to gain a better understanding of African target markets through a holistic view of influencing factors on the ground.

[FIND OUT MORE](#)

8

OPPORTUNITY ASSESSMENTS

We help clients to gain a deeper understanding of available market opportunities throughout Africa by employing informed research and insights.

[FIND OUT MORE](#)

9

PARTNERSHIP IDENTIFICATION

We facilitate successful partnerships by leveraging deep market knowledge to identify strategic opportunities aligned with client objectives.

[FIND OUT MORE](#)

10

REPUTATION & BRAND EQUITY STUDIES

We provide reputation and brand equity studies, evaluating brand perception, competitive positioning and reputation to enhance market competitiveness.

[FIND OUT MORE](#)

11

RISK ASSESSMENTS

We assist clients to identify and mitigate potential risks, ensuring organisational resilience and success in dynamic business environments.

[FIND OUT MORE](#)

12

SOCIAL RESEARCH

We offer social research and impact studies through rigorous methodologies and deep African expertise to support informed decision making and sustainable social impact.

[FIND OUT MORE](#)





IOA provided expert, efficient and flexible market and consumer research and analysis services for a large-scale project conducted across Southern Africa.

Their insightful and analytical reports have guided the CIH group in our efforts to strengthen our market position in the region.

Gida Nakazibwe-Sekandi
Executive Director
Capricorn Investment Holdings (CIH)



It was a great experience working with IOA. **They sourced the data we needed and delivered a thorough report for a very bespoke piece of work.**

Delamaine du Toit
Associate Director
Kantar Consulting



IOA did a fantastic job at collating market-related data to enable our Executive team to make informed strategy decisions.

It was a joy to work with the IOA researchers – they are exceptionally professional and the translation and reporting on the data was incredibly valuable. We will definitely work with them again.

Cassandra Potgieter
Business Manager:
Executive Management at
Cliffe Dekker Hofmeyr (CDH)



The research and analysis conducted by IOA was expertly implemented and the results informed Motorola Solutions in the development of our future strategies for Africa.

IOA was very thorough and delivered work above our expectations.

Ricardo Gonzalez
EMEA Strategy Director
Motorola Solutions



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