MARKET RESEARCH BY CABANGA AFRICA GROUP

KNOW THE MARKET BEFORE YOU MOVE ON IT

Surveys, custom research and monthly market monitoring, fielded through the thirteen Regional Business Magazines and BrandQ, across 43 African countries.

13	43	28,000+	BrandQ
MARKETS	COUNTRIES	SUBSCRIBERS	SURVEY ENGINE

THREE WAYS IN

SERVICE	PRICE	WHAT YOU GET
Market survey	USD 1,500 per study	A survey of your market designed, fielded through the Group's readership and BrandQ, analysed and reported.
Custom research	from USD 3,500 per study	Research built around your question: interviews, desk research, fieldwork in any of the thirteen markets, and a written report.
Competitor and market monitoring	USD 297 a month	A monthly watch on your competitors and market, with what changed and what it means for you.

WHY IT WORKS

The Group already talks to 28,000+ business owners and decision-makers every month through its magazines. A survey goes out through that readership and through BrandQ, the Group's own survey tool, so it reaches the people who make the decisions in the markets you care about - and the answers are analysed as they arrive.

FIELDWORK IN ANY OF THE THIRTEEN MARKETS

Custom research is built around your question: interviews, desk research and fieldwork in any of the thirteen markets, ending in a written report you can act on and cite.

COMPETITOR AND MARKET MONITORING

A monthly watch on your competitors and your market - prices, offers, adverts and news - with what changed and what it means for you. It is included in the Growth Marketing Dominate package and can be taken on its own.

RUN IT YOURSELF

Teams that want to run their own surveys use BrandQ Surveys 1.0 directly: every question type, sharing by link, email and WhatsApp, live results, offline fieldwork and AI analysis on the higher tiers.

13	43	28,000+	18,000+
OPERATING MARKETS	COUNTRIES REACHED	SUBSCRIBERS	ARTICLES

MARKET RESEARCH

Surveys, custom research and monitoring.

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