

passion

result

find it



Using the Power of Data to Serve Africa



with an extraordinary
passion for research...



We love what we do, we have local knowledge and we are in Africa

URIKA INSIGHTS (formerly URIKA RESEARCH), established in 2009, is an African-based full-service independent market research firm dedicated to delivering data-driven insights to organisations to help them make informed decisions, improve business performance, maximise profitability and address their most pressing strategic challenges on their operations in Africa.

Serious research

Truthful results

Smart insights

The URIKA INSIGHTS team is composed of men and women who have shaped the rigour and integrity of doing research in a difficult terrain like Africa. We have cultivated the expertise to provide an in-depth, tangible and nuanced understanding of African markets, consumers, and societies. Our team's commitment to carry out robust research with passion, integrity and creativity has made URIKA INSIGHTS a partner of choice for a wide variety of key local companies and international companies from countries like the USA, UK, France, Canada, South Africa, Singapore, India and many more.

From the first contact with us to the final delivery of your research results, URIKA INSIGHTS offers an immensely enjoyable and highly inspiring collaborative experience. Our unmatched focus on delivering value to the client means that we are constantly thinking of exceptional ways to deliver actionable insights. URIKA INSIGHTS has the capabilities and an outstanding team that is truly world-class in its thinking and local in its approach.



We focus is on business, marketing and social research. Our expertise include:

RESEARCH SOLUTIONS

B2B Research
Brand Research
Consumer Research
Customer Experience Management
Custom Research
Employee Research
Field & Data Collection Services
Market Entry Research
Market Analysis & Assessment
Mystery Shopping
Omnibus
Product Development Research
Political Strategy Polling
Respondent Recruitment Services
Satisfaction Research
Segmentation Research
SME/SMB Research
Social Research
Syndicated Research

QUANTITATIVE

PAPI
CAPI
Telephone/CATI
Online
F2F Interviews
Diary Studies

QUALITATIVE

Focus Groups Discussions
In-Depth Interviews
Ethnography
Human-Centred Designs
Triads Observations
Case Studies

Desk Research / Secondary Research



Our African Coverage

For more than a decade, URIKA INSIGHTS has built its operational footprints across sixteen African countries where we provide robust, trusted and actionable insights to leaders and organisations from all over the world operating in Africa or seeking to operate in Africa. As a founding member of the African Independent Research Operators Network (AIRON), URIKA INSIGHTS, through this network, has extensive experience in conducting research in these 16 countries across West, East, Central and Southern Africa.

Ghana
Senegal
Nigeria
Liberia
Kenya
Tanzania
Malawi
DR Congo
Zambia
Zimbabwe
Mozambique
Botswana
Namibia
Swaziland
Lesotho
South Africa



A single point of contact coordinate your multi-country research activities across Africa.

Work with a research team that understands the culture and intricacies of doing research in various African countries.

A research firm that conforms to accepted global standards to yield the best results.

Engage URIKA INSIGHTS.

We are committed to see you succeed in Africa.

Our Experience



We are the research and insights partner of choice for leading local and international organizations in industries covering Finance, Technology, Insurance, FMCGs, Government, Healthcare, Hospitality, Manufacturing, Not-for-Profit Organizations, Telecommunications and Start-ups.





Why Use Us



We have a proven track record of conducting high-quality research for clients inside and outside of Africa

Our team is accessible, collaborative and always available for review, discussions and added insights throughout the entire research process and even after your report has been submitted

Your projects will get the direct attention of managers and senior directors and will not be left entirely in the hands of junior team members

...because hunches and guesswork are not enough



intelligent insights from URIKA INSIGHTS leads to
better decision-making!



URIKA Insights

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