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LONDON â€" Synovate, a leading international market intelligence firm, today announced it has acquired the African market research group, The Steadman Group (Steadman).

Steadman is Africa's largest independent market research company with full-service offices in Kenya, Uganda, Tanzania, Zambia, Mozambique, South Africa and Ghana. As well as supporting clients with comprehensive market research capabilities, the company provides media measurement services in major East and West African markets.

Commenting on the acquisition, Synovate Global CEO Adrian Chedore said, "This acquisition is strategically important for Synovate as Africa is one of the fastest growing research markets in the world. This move means we can offer our clients extended research capabilities and local expertise, giving them access to the largest research footprint of any customised research firm in Africa."

"Steadman has an excellent reputation as a first class research company with a great entrepreneurial spirit. This makes the fit between the companies highly complementary," he said.

Roger Steadman, Chairman of the Steadman Group said, "We are delighted to be part of Synovate. Our clients will benefit from Synovate's extensive global network and its focus on world-class solutions - and our employees will enjoy the enhanced opportunities that only a global company can offer."

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