

Kantar Worldpanel Launches Consumer Panel in Egypt

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Kantar Worldpanel, a global leader in consumer and shopper behaviour insights, continues to grow its presence in Africa with the launch of a consumer panel in Egypt.Â

With the third largest population and economy on the continent, Egypt is an important market for local FMCG companies and also for the global ones who are seeking international growth opportunities. Kantar Worldpanel will measure, explain and advise their clients on consumer and shopper behaviour in Egypt by a best in class national household panel. Kantar Worldpanel will be able to understand consumers in both urban and rural areas.

Kantar Worldpanel is deploying a tailored methodology of digital data capture combined with interviewer support that will ensure the most accurate measurement of the consumer purchase behaviour. The first datasets from Egypt will be available in January 2015.

Kantar Worldpanel has built its expansion into the continent through an alliance with fellow Kantar group research agency, TNS – the current market leader in Egypt. The partnership combines the in-depth local understanding and expertise of TNS and the international perspective and global consumer panel leadership of Kantar Worldpanel.

The panel represents an ongoing commitment from Kantar Worldpanel to the African market with consumer panels in Nigeria, Kenya and the launch in Ghana announced earlier this year.

The new Egyptian panel reinforce the unique position of Kantar Worldpanel to provide brands with shopper and consumer insights in Africa and across all continents. Kantar Worldpanel will continue exploring opportunities to continue helping their clients to grow their brands by providing the African consumer understanding in the most relevant countries.

Josep Montserrat, Global CEO Kantar Worldpanel, said: “Egypt is the third largest economy in Africa with a population that is set to exceed one hundred million people by 2030. This makes it an important market for all FMCG companies and represents a significant business opportunity. Our objective is to provide our clients with an in-depth understanding of consumers and shoppers in the biggest and most dynamic markets, which is why we invest in Egypt today and we continue to expand our presence in Africa.”

Tamer ElNaggar, CEO TNS North Africa, said: “Egypt is an important country for brands wanting to grow in Northern Africa and our strategic alliance with Kantar Worldpanel will provide critical understanding about Egyptian consumers. By combining robust samples, tailored data collection and on-the-ground interviews, this partnership will generate a clear and accurate picture of consumer behaviour. The local understanding which TNS brings, together with the international perspective that Kantar Worldpanel offers means that our clients will benefit from unrivalled insight when seeking new opportunities for growth.”