

KASI INTELLIGENCE REPORTS

Your next strategy shouldn't begin with a **blank page.**

Ready-to-use African market intelligence for professionals who need to understand what is changing.

You're preparing an annual plan. Entering a new market. Reviewing a sector. Briefing your leadership team.

You need a credible, structured view of consumer and market developments—but commissioning a dedicated study isn't necessary.

Kasi Intelligence Reports gives you access to existing research and analysis built from our proprietary African consumer intelligence.

Understand the market.

Identify the signals.

Plan with greater confidence.

THE CHALLENGE

“We need a credible market perspective before our planning meeting.”

Consider a regional marketing director preparing a 2027 strategy.

The team has sales forecasts, internal performance reports and industry commentary. But important questions remain:

- ? Are consumers becoming more optimistic or cautious?
- ? Which categories and consumer segments deserve closer attention?

- ? Which household pressures are changing purchasing behaviour?
- ? What developments could affect next year's plans?

THE PROFESSIONAL TENSION

Public information is fragmented.

Internal data tells only part of the story.

A new research project would take time and budget.

THE KASI SOLUTION

Purchase an existing intelligence report that brings together relevant consumer evidence, historical comparisons and business implications in one structured publication.

Choose the depth you need

Essential Report

From
\$49

“I need a quick, credible understanding of the topic.”

For professionals who need a concise overview of a consumer trend, market development or focused business issue.

Typical content: Key indicators, selected charts, principal findings and a short interpretation.

Professional Report

From
\$499

“I need enough depth to inform our business planning.”

For managers and analysts who need a structured assessment of a country, sector or consumer theme.

Typical content: Multiple indicators, historical trends, consumer segmentation where available, analytical commentary and business implications.

Executive Report

From
\$1,499

“I need a substantial market perspective for strategic planning.”

For senior executives, strategy teams and investors evaluating important developments and opportunities.

Typical content: Integrated analysis, scenario considerations where supported, strategic implications, risks and priority questions for management.

How professionals use Kasi reports

COUNTRY PLANNING

“What should our leadership team know about the consumer outlook in the DRC?”

A country manager preparing the annual plan needs an independent view of consumer confidence, household financial pressures and purchasing behaviour.

Relevant product: Country Consumer Outlook Report

CATEGORY STRATEGY

“Which changes in consumer demand should influence our 2027 category priorities?”

An FMCG planning team wants to identify meaningful category and consumer trends before finalizing its plans.

Relevant product: Consumer Demand or Retail Outlook Report

FINANCIAL SERVICES

“How are household financial priorities and investment behaviours evolving?”

A bank or asset manager wants an independent consumer perspective to inform product and customer strategy.

Relevant product: Consumer Financial Behaviour Report

MARKET FAMILIARIZATION

“We are considering an African market we don’t yet understand well.”

A corporate development team needs an initial evidence-based market overview before investing in a more detailed assessment.

Relevant product: Country or Sector Intelligence Report

Built on original evidence, not recycled commentary.



Original consumer evidence

Our publications draw on Kasi's proprietary consumer datasets rather than relying exclusively on public commentary.



Historical perspective

Where comparable data exists, we examine changes over time rather than interpreting a single observation in isolation.



Business relevance

We connect consumer evidence to practical implications for planning, investment, marketing and strategy.



Transparent evidence

Reports identify relevant data periods, market coverage, analytical limitations and methodological considerations.



Accessible intelligence

Choose a ready-made report rather than commissioning analysis when an existing publication already addresses your needs.

From browsing to insight in five steps

1

Browse available intelligence

Select a country, industry, consumer theme or business question.

2

Review the report description

Check the publication date, coverage, key topics, contents and available preview.

3

Choose the appropriate edition

Select Essential, Professional or Executive based on the depth required.

4

Purchase and access the report

Receive the publication in the stated format under the applicable usage terms.

5

Go further when necessary

If your question requires additional segmentation, a more recent cut of the data or a tailored analysis, ask about **Kasi Rapid Insights**.

Essential
from \$49

Professional
from \$499

Executive
from \$1,499

The report is a starting point, not a limitation.

A published report may reveal a trend that matters specifically to your organization. You might then ask:

“Does this pattern differ by age or income?”

“How does our target consumer segment compare with the national trend?”

“What does this imply for our product strategy?”

START HERE

Kasi Intelligence Report

The market view and the trend.



GO DEEPER

Kasi Rapid Insights

Your follow-up question, answered.

Kasi Rapid Insights can investigate eligible follow-up questions using existing proprietary data.

Start with the report. Go deeper when the business question requires it.

EXPLORE KASI INTELLIGENCE REPORTS

Better planning starts with a better understanding of the market.

Discover evidence-based country outlooks, consumer trends and industry intelligence developed for professionals making decisions across Africa.

Read the market.

Understand the consumer.

Plan ahead.

KASI INTELLIGENCE REPORTS

Read the market. Understand the consumer. Plan ahead.

EXPLORE REPORTS — www.kasiinsight.com

Kasi logo (white)

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