

SA's largest independent management & technology consultancy grows yet again

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IQbusiness, South Africa's largest independent management and technology consultancy, has continued to expand its exceptional client and career offerings by integrating acquired businesses. With effect from 1 July 2022, IQbusiness Insights enters the South African consulting and market research sector as part of the broader IQbusiness offerings to its blue-chip, listed, unlisted and public sector clients locally and internationally.

Following the acquisitions made in 2019 and 2020, leading market research agencies Genex Insights (Pty) Ltd and Nudge Now (Pty) Ltd are merging to form IQbusiness Insights (Pty) Ltd, with a combined revenue in excess of R100 million and ambitions to grow upwards of 20% year-on-year. The merger sees over 100 of South Africa's most talented researchers join a single entity that is distinguished by its level 1 BBBEE and local ownership credentials.

"I'm immensely proud and excited today – the launch of IQbusiness Insights is a particularly special one, against the backdrop of a challenging economy we are proud to be amplifying our growth trajectory. IQbusiness already offers the best of South African expertise, analysis and action in solving problems for hundreds of businesses locally and internationally. Now with the expansion of IQbusiness Insights to join our Consulting and Contracting divisions, we are doing so much more, as Africa's most trusted strategic insights partner of choice," shared Adam Craker, CEO.

IQbusiness Insights operates in 28 markets across Africa and the Middle East in projects that are typically multi-country in nature for clients demanding deep understanding of market opportunities, brand health and market share as well as customer, employee or user experience.

"Africa in particular represents a significant growth opportunity for global trade as international businesses expand their brand footprint with the world's fastest growing population. Many businesses battle with a lack of deep market understanding in Africa coupled with the language and cultural nuances on the continent. We address these challenges with agile, disruptive, efficient research solutions" added Jake Orpen, Partner at IQbusiness Insights.

The addition of IQbusiness Insights enables a full 360 degree strategic lens on commercial and public sector growth and investment while the world grapples with an increasingly tough and uncertain economic environment.

"As entrepreneurs ourselves, we understand what it takes to start and grow a business. We're unique in that we offer a hybrid approach to decision-makers, combining the best of digital research and technology with more traditional approaches where needed, to help our clients make strategic decisions in short timescales while protecting their business against current and future changes." concluded Leonie Richter, Partner at IQbusiness Insights.

" IQbusiness Insights is the winner of the 2022 Alida Partner Excellence Award! 11 Apr 2023

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" IQbusiness fast-tracks its growth and market research expansion with nudge acquisition 3 Feb 2021

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