



IDENTICAL

Marketing research



We believe in accuracy

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PANEL

IDENTICAL is care to be up- to- date with the market needs..

Now is the time of panel method,

➤ We have our panel data base which classified and cover all main criteria and cover all segment as well.

- do.

- We create team of the best people.
- We develop new ways of administering fieldwork and data management.
- We learn from experience and seek out new ideas and ways of doing things better.
- We value contributions made by clients, respondents and our staff members.



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PANEL BOOK

Total updated Internal Panel	50000			
Gender	Male	55%	Kids	8%
	Female	45%	Mothers	20%
Age	13-15	5%		
	16-20	10%		
	21-25	10%		
	26-30	10%		
	31-35	15%		
	36-40	15%		
	41-45	15%		
	46-50+	15%		
	Other & B2B	5%		

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PANEL BOOK

SEC		%		
	A	10%		
	B	20%		
	C1	30%		
	C2	30%		
	DE	10%		
Center				
	Greater Cairo	50%		
	Alex	10%		
	Delta(4-5 cities)	30%		
	Upper Egypt (4-5 cities)	10%		

PANEL BOOK

Categories	%		%	
FNCG	23%	Detergent	5%	
Beverage	22%	Government sector	2%	
Food	5%	Skin & Hair Care	5%	
Telecom	5%	Media	3%	
Tobacco	5%	Appliance	8%	
Shopping –Fashion	2%			
B2B – mix sector	5%			
Banking	5%			
Real state	4%			
Automotive	4%			
Baby food	2%			

OUR CONTACT

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