

About Stears

We are a leading global source of African data & insight; providing actionable intelligence for decision makers investing or operating in Africa.



Data for decision-making

Africa grapples with a data gap that impedes investments, business growth and effective decision-making due to the absence of accurate and up-to-date information.

1

Fragmented and inconsistent data

Markets

Revision Almost Doubles Nigeria's Tax Revenue-to-GDP Measure

2

Lacking local context and intricacies

Middle East & Africa | The world's toughest in-tray

Can a political underdog save Nigeria?

Peter Obi thinks he can renew Africa's biggest economy and democracy

3

Ineffective decision-making and capital allocation

Nigerian Billionaires, Dangote, Abdulsamad Rabiu Lost \$5.85billion After Naira Floating – Bloomberg Report

Middle East & Africa | Grounded in Nigeria

Foreign airlines in Nigeria are frustrated by the blocking of their funds

Stears is here to bridge that gap.

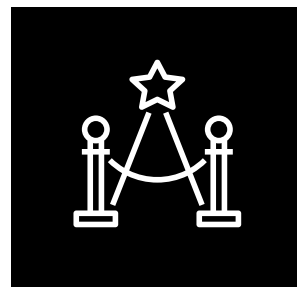
We source data & insight needed for corporate decisions

Data & Insights



- A rich library of data-driven insights and reports
- Proprietary sector data trackers, forecasts and indices
- Proprietary demand-side financial services data

Expert Network



- Quarterly sector-focused briefings from analysts
- Consultations with subject matter experts on sector outlooks
- Connect with Stears' network of decision-makers

Events & Webinars



- Analyst briefings on economic trends and policy changes
- Co-hosted events with associations and industry partners
- Subscriber-only networking events

What our clients are saying...

"As a Government Affairs professional covering Nigeria and SSA, understanding policy, Macro and Micro trends, and the facts behind the figures, are my stock in trade. Stears has been my secret weapon and go-to source of reliable data. Can't thank the Stears team enough."



Funmi Ogunlesi

Head of Government Affairs, Sub-Saharan Africa/
Director at Citi

"Stears is one of my preferred and regular sources of high-quality insight on policy and macroeconomic development."



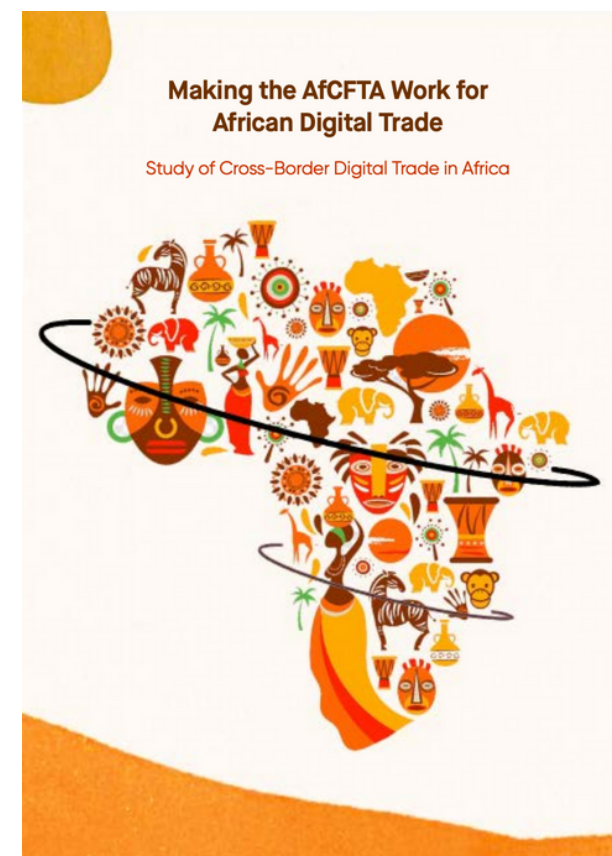
Dr. Yemi Kale

Former Statistician-General, Bureau of Statistics.
Partner and Chief Economist, KPMG

We also offer bespoke Pan-African research & advisory services

Custom research to drive growth

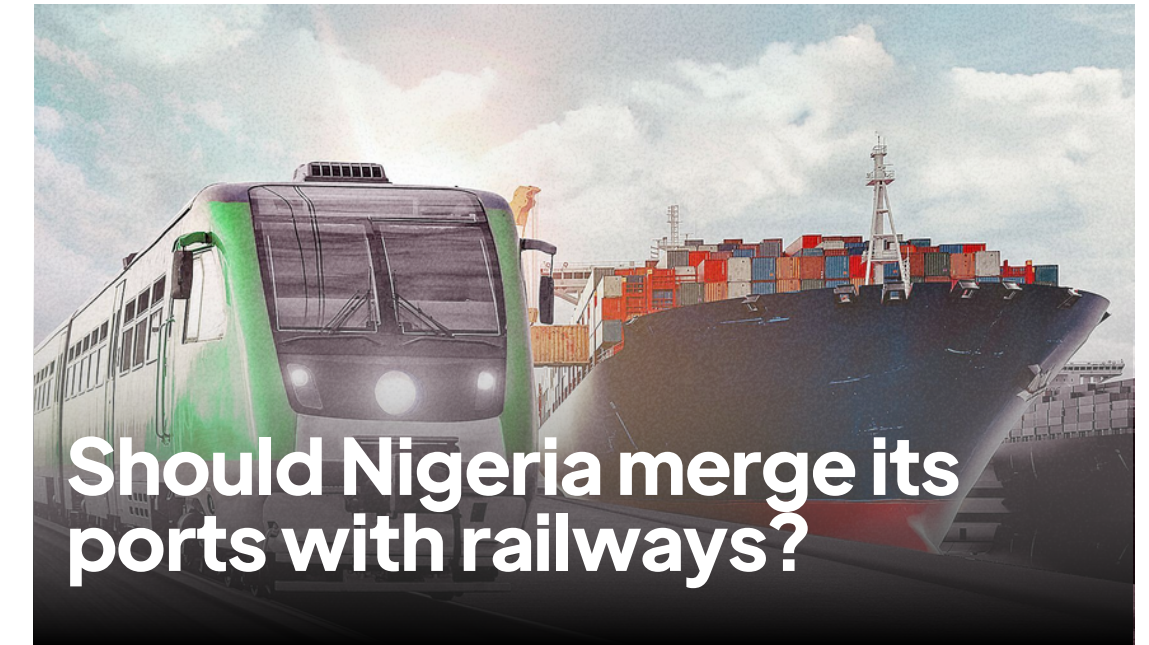
We provide custom data & insights on African industries, economies, and markets. Our work spans multiple sectors: finance, FMCG, energy, agriculture, regulation, digital economy and economic policy.



Our advisory clients include Africa's most prestigious investors and operators



Explore insights you won't find anywhere else



Case Study: Guiding a sovereign wealth fund's investment strategy

Scoping the Digital Technology Ecosystem in Africa

Ecosystem Mapping & Portfolio Recommendations



Produced for



CONFIDENTIAL

Engagement

Direct conversations with over 30 CEOs and founders of the most successful startups across Africa and interviews with 50+ ecosystem stakeholders across the continent, with representatives from South Africa, Kenya, and Ghana.

Results

- Developed a framework for fund strategy and portfolio composition.
- Examined the state of the African digital economies through five foundational pillars.
- Recommendations on market opportunities and potential.

Case Study: Predicting the next President of Nigeria for the 2023 elections



Engagement

Developed a proprietary estimation model that predicts likely voting patterns for silent voters, enabling comprehensive forecasts of the 2023 presidential elections.

Results

- Accurately predicted the outcome of the presidential elections on a low turnout.
- Called the outcomes on 6 out of 7 key states polled.
- Largest public opinion poll for the 2023 elections with 6,220 respondents.

Join 250+ corporates who benefit from Stears' data and intelligence



Want to speak to our team?

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