



Where to Play. How to Win.

Market expansion is high-risk without clear data. icogz helps you quantify and compare opportunities across geographies, categories, and consumer clusters to make bold decisions with confidence.



Key Data Integrated:



AI-Driven Impact:

Outcome Area	Value Delivered
Market Prioritization	Identify high-growth, low-risk zones
Entry Planning	Tailor portfolio to market dynamics
Risk Signals	Avoid saturated or underdeveloped regions
Resource Allocation	Focus teams and spend where ROI is highest

Ask icogz:

- Which cities offer the best potential for Product A expansion?
- How does Brand X score vs competition in Morocco?

Agentic Insight:

- Eastern Province shows opportunity in low-competition juice segment.
- Modern trade access limits FMCG growth in Upper Egypt.

Aryabot™ helps you model, score, and act—before the competition does.

icogz | Unified Intelligence. Autonomous Execution.
De-risk market growth with precision intelligence.