

Global Market Research Service Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Market research services perform in-depth research and reporting into a variety of markets. These companies also analyze market activity to provide businesses with custom market insight and new perspectives into their own marketing campaigns. Insights are showcased via reports, infographics, and ad-hoc deliverables.

The global Market Research Service market size is projected to grow from US\$ 8213.4 million in 2023 to US\$ 11070 million in 2030; it is expected to grow at a CAGR of 4.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Market Research Service Industry Forecast" looks at past sales and reviews total world Market Research Service sales in 2023, providing a comprehensive analysis by region and market sector of projected Market Research Service sales for 2024 through 2030. With Market Research Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Market Research Service industry.

This Insight Report provides a comprehensive analysis of the global Market Research Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Market Research Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Market Research Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Market Research Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Market Research Service.

Some of the future market trends of market research service are:

Online surveys transition to mobile-first: As more consumers use mobile devices to access the internet, market research service providers will need to optimize their online surveys for mobile platforms. Mobile surveys can offer greater reach, especially to younger generations, higher response rates and more convenience for respondents. Mobile surveys can also leverage features such as geolocation, push notifications and gamification to enhance the user experience.

Video becomes the tool of choice for qualitative research: Video can provide rich insights into consumer behavior, emotions and preferences that text or audio cannot capture. Market research service providers will use video to conduct interviews, focus groups, ethnographies and observational studies. Video can also enable remote and asynchronous research methods that can save time and money. Video can also be analyzed using artificial intelligence (AI) tools to extract sentiment, emotion, facial expressions and speech patterns.

Bringing market research in-house: More businesses will seek to conduct their own market research using self-service platforms and tools that are easy to use and affordable. Self-service market research can offer more control, flexibility and speed for businesses that want to test ideas, validate assumptions and monitor feedback. Self-service market research can also complement outsourced market research by providing more granular and frequent data.

Faster, more cost-effective market research: Businesses will demand faster turnaround times and lower costs for market research services as they face increasing competition and changing consumer preferences. Market research service providers will need to leverage technology such as AI, automation and cloud computing to streamline their processes, reduce errors and improve efficiency. They will also need to adopt agile methodologies that allow them to deliver results in shorter cycles and adapt to changing needs?

Social media listening gives insights in real-time: Social media platforms are a valuable source of data for market research service providers as they contain millions of opinions, reviews, comments and conversations from consumers. Social media listening can help market researchers understand consumer sentiment, preferences, trends and feedback in real-time. Social media listening can also help identify influencers, advocates and detractors of a brand or product. Social media listening can be combined with other sources of data such as surveys or web analytics to provide a holistic view of the market.

Redefining the representative sample: The traditional concept of a representative sample, which is based on demographic characteristics such as age, gender, income and location, may not be sufficient to capture the diversity and complexity of consumer behavior and preferences. Market research service providers will need to use more sophisticated methods to segment and target consumers based on their psychographic characteristics, such as attitudes, values, interests and lifestyles. Psychographic segmentation can help market researchers understand the motivations, needs and pain points of consumers and tailor their products and services accordingly.

This report presents a comprehensive overview, market shares, and growth opportunities of Market Research Service market by product type, application, key players and key regions and countries.

Segmentation by type

Online Service

Offline Service

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

SmartSites

CIENCE

Mintel

ReportLinker

SurveyMonkey

Euromonitor International

WPP

Ravenry

Leading Solution

buzzback

Competiscan

451 Research

Brandwatch

Ziff Davis Performance Marketing

Healthcare Business Insights

Kai Analytics and Survey Research

Informa

PSFK

Streetbees

McKinsey

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