

Customized Research-as-a-Service (RaaS) Market Forecasts to 2032 – Global Analysis By Type of Service (Syndicated Research, Custom Research, Consulting Services, Data Analytics & Forecasting, Survey & Panel Services, Competitive Intelligence, Benchmarking Services and Other Type of Services), Deployment Mode (Cloud-based, On-premises, Hybrid), Enterprise Size, End User and By Geography

<https://marketpublishers.com/r/CDD47B6B990BEN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: CDD47B6B990BEN

Abstracts

According to Statistics MRC, the Global Customized Research-as-a-Service (RaaS) Market is accounted for \$565.0 million in 2025 and is expected to reach \$1329.2 million by 2032 growing at a CAGR of 13% during the forecast period. A customised research solution approach known as Customised Research-as-a-Service (RaaS) allows businesses to contract with knowledgeable providers to handle certain research requirements. In contrast to conventional market research, RaaS provides scalable, adaptable, and on-demand insights, frequently utilising cutting-edge technology like artificial intelligence and big data analytics. It provides actionable intelligence across markets, geographies, and sectors to address specific business challenges. Customers get comprehensive, up-to-date reports, dashboards, or datasets that are in line with strategic objectives. This strategy uses expert-driven, client-centric, and agile research delivery frameworks to save internal research costs and improve decision-making.

Market Dynamics:

Driver:

Demand for operational efficiency & scalability

Businesses are looking for more economical, flexible research approaches that cut costs and speed up turnaround. Businesses may obtain expert-driven insights using RaaS without having to worry about managing internal research teams. Scalable platforms guarantee flexibility and improved resource use by enabling clients to modify the scope of research in accordance with project requirements. In dynamic marketplaces, this paradigm improves competitive advantage and facilitates quicker decision-making. RaaS solutions are therefore being quickly adopted by businesses in an effort to improve operations and produce quantifiable results.

Restraint:

Data security & privacy compliance

The CCPA and GDPR are two examples of data protection legislation that service providers must follow, which makes operations more difficult. Higher expenses result from the need for safe infrastructures to manage client-sensitive data. Global scalability is limited by the frequent restrictions on cross-border data transfers. Noncompliance erodes client trust and exposes one to legal repercussions. Adoption is slowed down by these issues in data-sensitive sectors like healthcare and banking.

Opportunity:

AI-enhanced predictive insight

AI-enhanced predictive insight makes it possible for RaaS providers to more precisely predict consumer behaviour, market trends, and company dangers. This feature improves the capacity to customise research results to meet the objectives of individual clients. By automating tedious analysis activities, it also lowers turnaround times and operating expenses. Real-time, data-driven tactics based on predictive modelling give businesses a competitive advantage. In the end, AI makes RaaS a more impactful, scalable, and responsive solution for changing market conditions.

Threat:

Regulatory and ethical constraints

Regulatory and ethical constraints often delay project initiation and increase operational

costs due to the need for legal vetting and secure data handling. Further restricting the kinds of study that can be done are ethical issues with consent and data sourcing. Global scalability is impacted by the restrictions placed on cross-border data sharing by international regulations such as GDPR. Furthermore, operational ambiguity results from the absence of regionally consistent ethical frameworks. As a result, RaaS suppliers struggle to uphold legal compliance while preserving trust.

Covid-19 Impact

The Covid-19 pandemic significantly impacted the Customized Research-as-a-Service (RaaS) market by accelerating the demand for remote, data-driven decision-making tools across industries. As organizations faced supply chain disruptions, market volatility, and shifting consumer behaviour, the need for tailored, real-time insights surged. RaaS providers are adapted by offering agile, cost-effective research models, enabling businesses to navigate uncertainty. Digital transformation and remote work trends further fuelled market growth. However, budget constraints during early lockdowns initially slowed adoption, before rebounding with increased investments in market intelligence for post-pandemic recovery strategies.

The custom research segment is expected to be the largest during the forecast period

The custom research segment is expected to account for the largest market share during the forecast period by offering tailored insights specific to client needs. It allows businesses to address niche markets and unique challenges with high precision. This personalized approach enhances decision-making and improves ROI for clients. Increasing demand for industry-specific intelligence fuels the growth of custom research services. As organizations seek agility and relevance, custom research becomes a strategic asset in the evolving RaaS landscape.

The investment & private equity firms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the investment & private equity firms segment is predicted to witness the highest growth rate by demanding in-depth, tailored insights to support high-stakes decision-making. These firms rely on specialized research to evaluate potential investments, identify emerging opportunities, and mitigate risks. Their need for real-time, data-driven intelligence drives the adoption of RaaS solutions. Additionally, RaaS providers offer flexibility and domain-specific expertise that aligns with the strategic goals of these firms. As competition intensifies in the financial sector, investment

entities increasingly prioritize customized research to gain a competitive edge.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by digital transformation across industries, a booming startup ecosystem, and increasing adoption of AI-powered analytics. Countries like China, India, and Japan are demanding tailored research solutions to support diverse sectors, including healthcare, fintech, and manufacturing. Local players are innovating with multilingual platforms and sector-specific intelligence, offering agile, cost-efficient services. Government support for data localization and R&D investments further boosts market expansion. As businesses seek real-time, scalable insights, RaaS adoption is accelerating in tier-1 and tier-2 cities.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR fuelled by high enterprise demand for hyper-personalized, data-driven insights. With strong adoption in the tech, pharmaceutical, and financial services sectors, the region benefits from advanced analytics infrastructure and AI-integrated platforms. Major players emphasize predictive modeling, regulatory intelligence, and market entry strategy development. The U.S. dominates the market due to its vast research funding and widespread digitization. Strategic collaborations between research firms and Fortune 500 companies drive tailored solution offerings, while Canada shows increasing demand for bilingual and sector-specific research outputs.

Key players in the market

Some of the key players profiled in the Customized Research-as-a-Service (RaaS) Market include Science Exchange, IQVIA, Medidata Solutions, Cytel, HFS Research, Nitor Infotech, Forrester Research, MarketsandMarkets, Zion Market Research, Kantar IMRB, Cascade Insights, C+R Research, Civicom, RightMetric, PhDiZone, Frost & Sullivan, GfK and NielsenIQ.

Key Developments:

In June 2025, IQVIA introduced advanced AI agents designed to automate core Research-as-a-Service (RaaS) workflows. These agents streamline data ingestion, real-time analytics, and insight generation. The launch highlights IQVIA's strategic focus on

enhancing research delivery using cutting-edge AI and machine learning technologies.

In September 2024, Cytel unveiled East Horizon™, a cloud-native adaptive design and simulation platform merging East®'s methodologies with R integration and AI coding aids. This tool accelerates trial design by harmonizing adaptive workflows and advanced analytics in one scalable environment.

In July 2024, Medidata expanded its partnership with Worldwide Clinical Trials by integrating Medidata AI across clinical studies. This integration enhances data quality, streamlines operational workflows, and supports decentralized trial models through predictive analytics, accelerating research timelines and improving decision-making efficiency.

Type of Services Covered:

- Syndicated Research
- Custom Research
- Consulting Services
- Data Analytics & Forecasting
- Survey & Panel Services
- Competitive Intelligence
- Benchmarking Services
- Other Type of Services

Deployment Modes Covered:

- Cloud-based
- On-Premise
- Hybrid

Enterprise Sizes Covered:

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

End Users Covered:

Corporates & Enterprises

Consulting Firms

Investment & Private Equity Firms

Academic & Research Institutions

Government Agencies

Non-Profit Organizations

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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