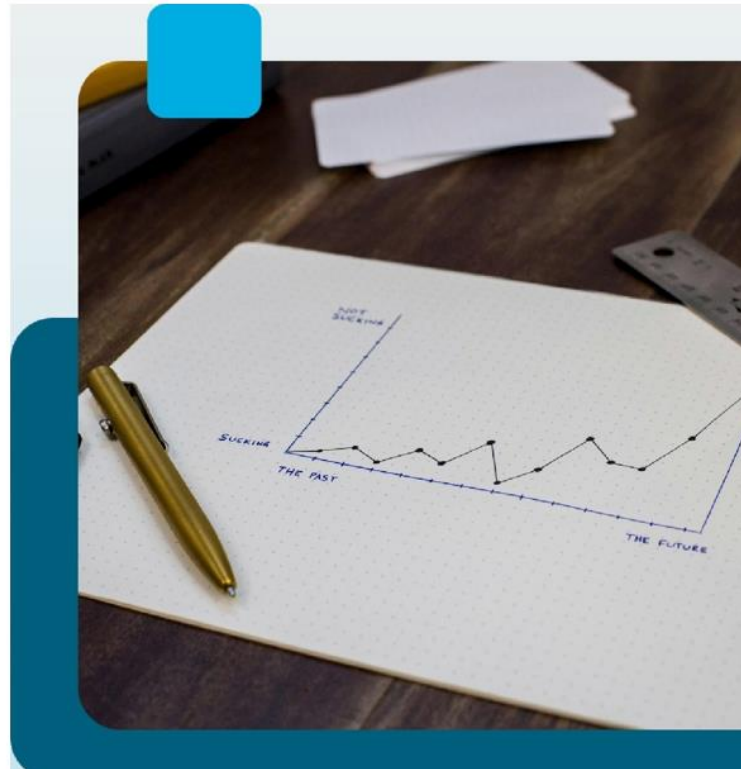




# Top10 Global Market Research Publishers: Insights and Trends

Exploring key players and emerging trends in the market research landscape

Next Move Strategy Consulting



# Introduction to Market Research

Understanding the Importance and Impact of Market Research

## Definition of Market Research

Market research involves collecting and evaluating data about consumers and markets.

## Business Decision Making

It aids businesses in making informed decisions by revealing consumer preferences.

## Risk of Neglecting Research

Without research, companies may fail to understand customer needs comprehensively.

## Global Market Recovery

The global market research services market is projected to reach \$B2.9 billion by 2023.

## Types of Market Research

Research can be qualitative (interviews) or quantitative (numerical data).

## Primary vs Secondary Data

Primary data is collected firsthand, while secondary data is existing information.

## Top Market Research Firms

Firms like Nielsen and IOVIA lead the market with extensive global operations.

## Consumer Behavior Analysis

Understanding consumer behavior is crucial for effective marketing strategies.

## Market Trends Prediction

Market research helps predict changing consumer preferences and industry trends.

## Importance in Strategy Development

Market research is vital for developing actionable business growth strategies.

# Types of Market Research

Understanding Qualitative and Quantitative Approaches



## Qualitative Research

Collects non—numerical data via focus groups and interviews, revealing consumer behavior and preferences.



## Quantitative Research

Gathers numerical data through surveys and audits, identifying patterns and making predictions.



## Primary Data

First-hand information collected directly by researchers, offering insight into specific consumer behaviors.



## Secondary Data

Existing information gathered by others, such as trade publications and government statistics, used for comparative analysis.

# Market Research Landscape: Top10 Publishers

Insights into Leading Market Research Firms and Their Contributions



## Nielsen

Leading in media audience measurement with \$1.5 billion revenue in Q2

## IQVIA

Focuses on healthcare insights with 67,000 employees worldwide.

## Kantar

Provides advertising effectiveness and social media monitoring services globally.

## GlobalData

Assists in market positioning with a team of over 1,000 analysts.

## Gartner

Trusted by 73% of Global 500 companies for IT research services.

## Next Move Strategy Consulting

Delivers customized market research reports and guides Fortune 500 clients.

## Ipsos

Offers media and social research services, generating nearly 82.2 billion in

## GfK

Germany's largest market research institute specializing in consumer behavior analysis.

## Westat

Supports US government agencies with research on various social policies.

## Dynata

Provides first-party data and insights with a network of over 62 million.

# Current Trends in Market Research

Examining the shifts and developments in market research methodologies



## Growth of Digital Research

The market is witnessing a swift transition to digital formats as consumers increasingly engage online.



## Emphasis on Data Analytics

Businesses are utilizing advanced analytics to gain deeper insights into consumer behavior patterns.



## Rising Demand in Emerging Markets

Asia-Pacific is expected to lead market research growth due to rapid urbanization and economic development.



## Increasing Importance of Ethical Research

There is a heightened focus on ethical considerations in data collection and consumer



# Continuing the List of Top Publishers

Insights into Leading Market Research Firms

## Next Move Strategy Consulting

Helps Fortune 500 companies with tailored market research reports.

02

## Ipsos

Generates 52.2 billion in revenue, specializes in social research and advertising.

03

## GfK

Germany's largest market research firm, focusing on consumer technology insights.

04

## Westat

Provides research services to various US government agencies and businesses.

05

## Dynata

Global online firm specializing in first-party consumer data collection and analysis.

# Financial Performance of Top Publishers

Key Insights from the Market Research Sector's Leading Companies

**\$1.** Nielsen's Q2 2020 Revenue  
 Nielsen, a leader in the market research industry, generated \$1.5 billion in revenue during Q2 2020, highlighting its strong market presence.

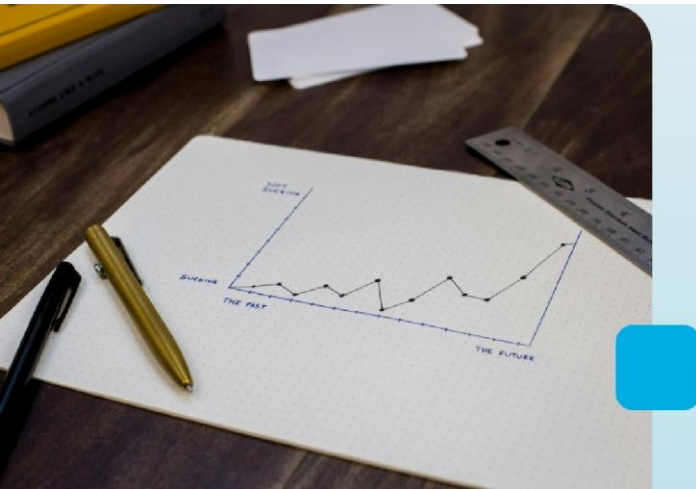
**\$2.** Ipsos' 2019 Revenue  
 Ipsos recorded revenues of \$2.2 billion in 2019, underscoring its impact in media and marketing research.

**\$3.** Gartner's 2019 Revenue  
 In 2019, Gartner achieved a revenue of \$3.4 billion, reflecting its significant role in providing IT research and

**4** Projected CAGR 2021-2023  
 The market research sector is expected to grow at a compound annual growth rate (CAGR) of 4% from 2021 to 2023, demonstrating resilience and recovery.

# Future Outlook for Market Research

Market Recovery and Growth Insights (2021-2023)



01

Market Recovery

The market is expected to recover from a decline, showing resilience and growth at a 4% CAGR.



02

consumer References

Companies will adapt to changing consumer preferences, focusing on understanding deeper motivations.



03

Technological Innovations

Technological advancements will play a crucial role in market research, enhancing data collection and



04

Data-Driven Strategies

Emphasis on data-driven strategies will help businesses make informed decisions based on accurate



05

Ethical Considerations

Ethical considerations in research practices will become increasingly important in the evolving market landscape.



# Thank You

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