



# Global Market Research Services 2017 Industry Share, Trend, Segmentation and Forecast to 2020

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*The Market Research Services Global Market Briefing provides strategists, marketers and senior management with the critical information they need to assess*

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The Market Research Services Global Market Briefing provides strategists, marketers and senior management with the critical information they need to assess the market research services sector.

## Reasons to Purchase

- Get up to date information available on the market research services market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of historic and forecast data and understand the drivers and restraints on the market.
- Develop strategies based on likely future developments.
- Gain a global perspective on the development of the market.

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## Description

The Market Research Services Global Market Briefing Report from the Business Research Company covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies for this market.

The market characteristics section of the report defines and explains the market.

The market size section gives the market research services market revenues, covering both the historic growth of the market and forecasting the future.

Drivers and restraints looks at the external factors supporting and controlling the growth of the market.

Market segmentations break down the key sub sectors which make up the market. The regional breakdowns section gives the size of the market geographically.

Competitive landscape gives a description of the competitive nature of the market, market shares, and a description of the leading companies. Key financial deals which have shaped the market in the last three years are identified.

The trends and strategies section highlights the likely future developments in the market research services market and suggests approaches.

## Scope

Markets Covered: Market Research Services

Companies Mentioned: Nielsen Holdings, WPP, IDC, Ipsos, GFK, Mintel, Euromonitor International, NPD Group, Researchnow, BCC Research

Geographic scope: Americas, Europe, Asia, Middle East and Africa, Oceania.

Time series: Five years historic and forecast.

Data: Market value in \$ billions.

Data segmentations: Regional breakdowns, market share of competitors, key sub segments.

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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