

Global Marketing Research And Analysis Services Market Growth Trajectory

*The Business Research Company's
Marketing Research And Analysis Services
Global Market Report 2022 – Market Size,
Trends, And Global Forecast 2022-2026*

LONDON, GREATER LONDON, UK,
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As per The Business Research
Company's "[Marketing Research And
Analysis Services Global Market Report
2022](#)", the marketing research and

analysis services market share is expected to grow from \$68.87 billion in 2021 to \$74.58 billion in 2022 at a compound annual growth rate (CAGR) of 8.3%. The growth in the marketing research and analysis services market is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The marketing research and analysis services market is expected to reach \$98.64 billion in 2026 at a CAGR of 7.2%. The companies operating in the various industries are concentrating on increased profits and expanding consumer base by focusing on customer satisfaction.

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[Marketing Research And Analysis Services Market Trends](#)

Artificial intelligence is a leading trend in the market research and analysis services industry. Increasing usage of the internet is forcing companies to make their product available online. The consumers rely on reviews, consumer surveys, and questionnaires before making a purchase. AI will ease the task of field engagement to perform these applications. For instance, Google Home, Amazon's Echo, and other chatbots are creating a wave of artificial intelligence (AI) in market analysis. Artificial intelligence is significantly contributing to the growth of market analysis by eliminating the traditional research methods including surveys and qualitative research. Moreover, data scientists are expected to play a crucial role in enterprises to gather valuable



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insights on consumer behavior patterns through AI tools and social media platforms. Thus, artificial intelligence is anticipated to gain popularity in the marketing research and analysis services market.

Marketing Research And Analysis Services Industry Overview

The marketing research and analysis services market consists of the sales of marketing research and analysis services and related goods by entities (organizations, sole traders, and partnerships) that are engaged in systematically gathering, recording, tabulating, and presenting marketing data. Marketing research and analysis services include marketing and management analytics and consumer insights. Only goods and services traded between entities or sold to end consumers are included.

Learn more on the global marketing research and analysis services market report at:

<https://www.thebusinessresearchcompany.com/report/marketing-research-and-analysis-services-global-market-report>

Marketing Research And Analysis Services Global Market Report 2022 from TBRC covers the following information:

Market Size Data

- Forecast period: Historical and Future
- By region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- By countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Market Segmentation

- By Type: Quantitative, Qualitative, Primary, Secondary
- By End Use Industry: IT Services, Manufacturing, Financial Services, Construction, Healthcare, Others
- By Enterprise Size: Large Enterprise, Small and Medium Enterprise
- By Geography: The global marketing research and analysis services market is segmented into North America, South America, Asia-Pacific, Eastern

Europe, Western Europe, Middle East and Africa. Among these regions, North America holds the largest share in the market.

Major market players such as Nielsen, Kantar, Ipsos, GfK, Westat Inc., Gartner, Intage Inc, Information Resources, Inc. (IRI), Mintel and Market Xcel Data Matrix Private Limited.

Trends, opportunities, strategies and so much more.

Marketing Research And Analysis Services Global Market Report 2022 is one of The Business

Research Company's comprehensive reports that provides an overview of marketing research and analysis services market. The market report analyzes marketing research and analysis services market size, marketing research and analysis services market growth drivers, marketing research and analysis services market segments, marketing research and analysis services market major players, marketing research and analysis services market growth across geographies, and marketing research and analysis services global market competitors' revenues and market positioning. The marketing research and analysis services global market analysis enables you to gain insights on opportunities and strategies, as well as identify countries and segments with the highest growth potential.

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The Business Research Company has published over 3000 industry reports, covering over 3000 market segments and 60 geographies. The reports draw on 150,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders. The reports are updated with a detailed analysis of the impact of COVID-19 on various markets.

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