



Market research industry to touch \$4.2 bn by FY26 - Market Research to Achieve Business Goals – MarketGenics.co

Avail Data Focussed Market Research Services to Achieve Business Goals – MarketGenics.co

NOIDA, UTTAR PRADESH, INDIA, January 17, 2023 /EINPresswire.com/ -- As per the report by Market Research Society of India, the market research industry was USD 2.1 billion in FY21, and is on course to double to USD 4.2 billion by FY26, driven by the fact that the country is the global analytics hub.

The FMCG and retail sectors are the largest consumers for market research and insights with a share of 27 per cent, followed by information, communications and telecom (16 per cent), and banking, financial services and insurance (15 per cent).

According to the report, the availability of talent, coupled with proven expertise in data handling, technology, infrastructure and cost competitiveness will lead to an orbital shift in the industry by 2030, when it is expected to scale past the USD 10-billion mark.

Going by this trend, a yearly/half-yearly market research study is very essential for all businesses to keep a track of the consumer market and the target audience.

MarketGenics.co (www.marketgenics.co) is one of the fastest growing market research companies in India. With its head office in Delhi NCR and branch offices in Bangalore, Chennai, Mumbai, Ranchi, the company is offering it [Market Research Services](#) PAN India and is slowly gaining its name in the global world, with its presence in UAE, Singapore, South Africa, Nepal and Bangladesh.

Setting A Benchmark – Market Research Services That Scale the Business for Growth

The company offers end-to-end market research services. With its team of expert researchers, the company is well-versed with market research approaches of Product & Concept testing, Ad testing, Brand tracking, Consumer profiling, Segmentation, Consumer Satisfaction, U&A, Campaign Efficacy etc.

Quality, Timely Delivery, Professionalism, Accountability, Real-time Respondents and Cost-Effective Solutions are the USPs that make the company unique from others.

Right from data collection (through tele calling, surveys, FGDs, in-depth interviews, CLT, Mystery audits, qualitative and quantitative research etc.) to final research report, all are executed through its internal resources, unlike other agencies in the market that depend on others for data collection. This unique feature sets the company apart from the others.

MarketGenics.co's full-fledged market research services can support you to identify the growth opportunities of the business and help build a competitive strategy on the basis of clear understanding of the customers and the overall marketplace.

Our Services

One of the best research companies in India which provides the most comprehensive range of full-service research, B2B, B2C, B2G research solutions to give the brand a competitive edge over others. We provide customized research solutions for unique business needs. As a top-notch research company in India and market researcher, our company is providing a complete functional solution to start-ups, small and big businesses with the highest quality, independent fieldwork, interviewing, data entry, and end-to-end research services all over India and globally. Some of well-known brands that we are associated with are KONE, WOW, Britannia, Singer, KOTAK MAHINDRA, PAYU, Licious, Bikano, Heritage, Cavin Care, Times Group, ID Fresh, Shemrock, Indian Terrain, Duke, Bonn, Spice Money, Globus Spirits, Picadilly, Dunzo, DelMonte and many more from various industry domains.

Our services include

- Product Test
- Concept Test
- Brand Health
- NPS
- Mystery Audit
- Category Mapping
- Ad efficacy test
- Customer Satisfaction
- CLT
- Online surveys
- Designing Questionnaire
- Transcription & Moderation
- Focus Group Discussions
- In-Depth Interviews
- CATI/CAWI/Tele Calling
- Vox Pop etc.

Rumani Saikia Phukan, the company's Director & Marketing Head says "We provide predictive and forward-looking market insights through quality and authentic data gathered using effective

research methodologies, ensuring profitability and growth of the client's business. A team of experienced market researchers having immense knowledge across industry helps our clients to evaluate their concerns through well-suited research methodology and provide satisfactory solutions through insightful reports"

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