

Priority Metrics Group (PMG) Empowers Businesses in the E-commerce Market Through Strategic B2B Market Research Services

SPARTANBURG, SOUTH CAROLINA, UNITED STATES, June 28, 2023 /EINPresswire.com/ -- PMG accelerates business growth with its comprehensive B2B market research services. It equips organizations with the necessary insights to navigate the complexities of the e-commerce market, identify growth opportunities, and make informed strategic decisions.



Priority Metrics Group (PMG), a leading marketing research and consulting firm, is assisting businesses in capitalizing on the remarkable growth of e-commerce through their [strategic B2B market research services](#). As the expansion of e-commerce presents challenges and opportunities, PMG equips organizations with the necessary data and insights to make informed decisions, paving the way for profitable growth.

"Priority Metrics Group is dedicated to providing businesses with the strategic insights and actionable data they need to thrive in the rapidly expanding e-commerce landscape. Our market research solutions empower organizations to make informed decisions, capitalize on growth opportunities, and stay ahead of the competition." - says a firm spokesperson.

PMG's research offerings include opportunity assessment, market sizing, market assessment, brand awareness, mergers and acquisition research, competitive intelligence, customer insights, and customer mapping. Their focus areas encompass supply chain analysis, protective packaging, identification of software needs, secondary packaging, e-commerce packaging, machinery manufacturers, and data supporting TQM projects.

Over the years, PMG has successfully executed various representative e-commerce projects.

These include assessing packaging needs for specific e-commerce channels with a focus on frozen and fresh foods, uncovering critical customer needs for a B2B procurement web portal, understanding the requirements and competitive landscape of e-commerce sites targeting law enforcement officers, providing customer insights on void fill products for e-commerce shipments, and conducting a market assessment of internet access and device usage in Singapore to develop an entry strategy for a major e-commerce supply chain participant.

PMG's client portfolio in the e-commerce market includes industry leaders such as ShipStation, Sealed Air, Google, Sonoco, Global Spec, Bob Barker, and Geami. These partnerships speak to PMG's reputation for delivering valuable insights and strategic guidance to organizations seeking to capitalize on the growth potential of the e-commerce industry.

As e-commerce continues to shape the business landscape, organizations, big or small, must stay ahead of the curve to remain relevant and thrive. Priority Metrics Group (PMG) stands ready to assist businesses in navigating the complex world of e-commerce through their expert B2B market research services, enabling them to make informed decisions and unlock the growth potential offered by this dynamic market.

[About Priority Metrics Group](#) (PMG) -

Priority Metrics Group (PMG) is a marketing research and consulting firm in Spartanburg, South Carolina. Since 1993, PMG has assisted organizations in achieving profitable growth by providing B2B market research, analysis, and consultation services. With their practical approach, deep expertise, and tailored solutions, PMG helps clients tackle complex strategic questions, translating data into actionable growth initiatives. Their extensive experience in corporate strategy consulting and development ensures that their research delivers the necessary information and clarity to drive winning strategies in the marketplace.

Media Contact

Priority Metrics Group (PMG)

+1 (864) 573-9853

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/641925066>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.