

# GLOBAL MARKET RESEARCH 2009

ESOMAR INDUSTRY REPORT

IN COOPERATION WITH KPMG ADVISORY

WORLD

ESOMAR

RESEARCH

# GLOBAL MARKET RESEARCH 2009

ESOMAR INDUSTRY REPORT

FOREWORD	3
I. HIGHLIGHTS	5
1.1 The top line	6
1.2 Regional profiles	7
1.3 Five largest markets	12
1.4 Market consolidation	14
1.5 Sources of research turnover	15
1.6 Spend by research method	16
II. THE FINANCIAL CRISIS	19
2.1 Background	20
2.2 Effects on different industries	22
2.3 Winning in a recession	25
III. TRENDS	27
3.1 Outlook for the industry in 2009	28
3.2 Three viewpoints on the outlook for 2009	30
3.3 Competitive environment	36
3.4 Technological developments	41
IV. EXPERT INSIGHTS	47
4.1 Summary	48
4.2 Individual insights	52
V. THE TOP 25 MARKET RESEARCH COMPANIES	79
VI. KEY FINANCIAL FIGURES – TOP 10 COMPANIES	87
VII. INDUSTRY JOURNAL 2008/2009	99
VIII. ANNEX	107
8.1 Methodology	108
8.2 Turnover growth and per capita data	109
8.3 Sources of research turnover	118
8.4 Spend by research method and design	124
8.5 Five-year trend	129
8.6 GDP growth rates 2004 to 2008	130
8.7 Average exchange rates against the US dollar 2004 to 2008	132
8.8 Inflation rates 2004 to 2008	134

I.

# HIGHLIGHTS

*The latest developments in market research industry size, performance, consolidation, composition of client sectors and research methods.*

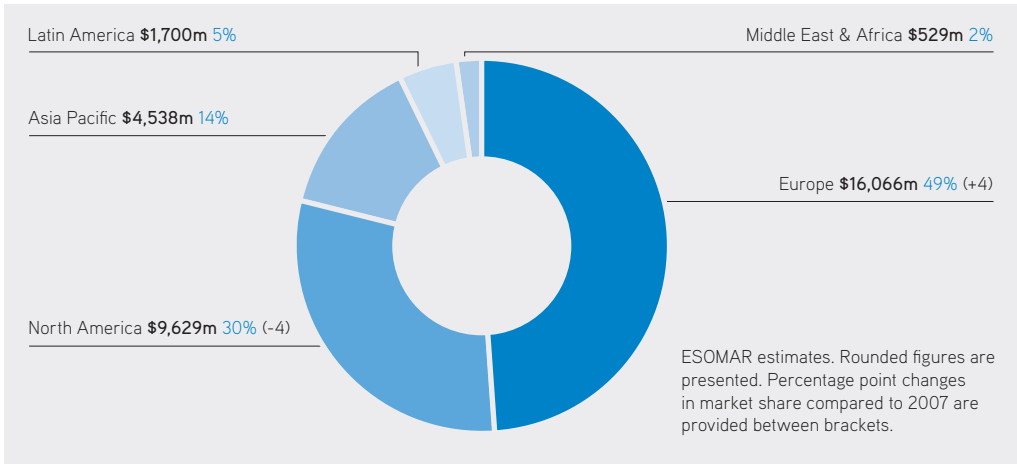
# 1.1 THE TOP-LINE

Global market research turnover grows to US \$32 billion in 2008, representing a growth rate of 4.5% and 0.4% after adjustment for inflation; a slowdown from 2007 but in line with expectations given the economic downturn.

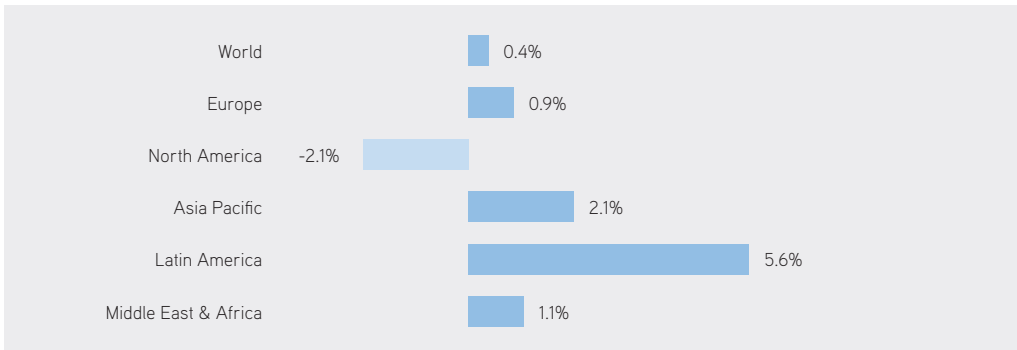
- Softening in performance in most countries and regions compared to 2007 with some noticeable falls
- Performance in North America is poor, with absolute growth of 1.5% and a decline of 2.1% after inflation
- Growth in Europe slows to 4.7% year-to-year and just 0.9% after inflation is factored in

- Even the previously buoyant Asia Pacific region shows a softening in growth rates, to 6.3% year-to-year, and just 2.1% after inflation
- Latin America is the only region in which research actually grows at a higher rate than in 2007 – a strong showing at 5.6% after inflation
- Market research turnover in 28 countries experience declines after inflation is taken into account, including 10 of the top 25 market research markets

## Global market research turnover in 2008 US \$32,462 million



## Net growth rate 2008 (adjusted for inflation)



Exchange rate fluctuations eliminated. IMF inflation rates used to determine net growth. Global market research turnover for 2004-2007 is restated with 2007 adjusted to US \$29,749 million, with growth of 6.7% year-to-year and 4.0% after inflation. This is mainly due to revisions from the UK that increase its market size significantly; however, turnover for India, Chile, Colombia and West Africa has also been restated for the reporting period.