

# GLOBAL MARKET RESEARCH 2011

An ESOMAR Industry Report  
*in cooperation with KPMG Advisory*

**ESOMAR**  
| WORLD RESEARCH

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## FOREWORD



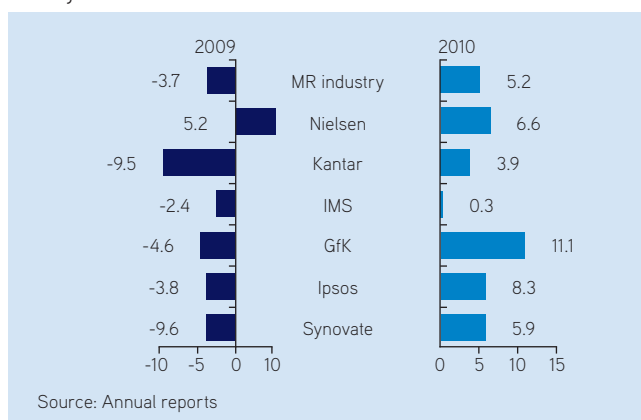
We are very happy to present the Global Market Research Report for 2011, which this year celebrates its twenty-third birthday. This report continues to provide an authoritative view on our industry, to identify some key challenges and opportunities, and to present key figures for research spend on national and international levels.

Last year's findings confirmed the "wake-up call" that the market research industry had received following the economic crisis: the report showed the first decline in global turnover ever recorded by ESOMAR. It further proved (if such proof was necessary), the importance of the emerging markets to sustaining global viability, and it continued to demonstrate the relentless growth of online research – along with the continued rise of new on-line based analytic agencies.

However, while many of the key performance indicators were in decline, there was also guarded optimism being expressed by many of the contributors regarding the (then) current year – 2010. This was certainly ratified by the year-end results that were subsequently presented by the Big 6:

### 2009 VS 2010: THE BIG 6 RECOVER

(unadjusted for inflation)



This year's report shows our industry to be back in growth: 5.2% in gross terms, and 2.8% when adjusted for inflation – with some very interesting developments by market.

The report again provides the local and regional granularity of old and the features section builds on some of the themes presented last year:

- What should we define as market research?
- How big a market would a broadened definition lead to?
- Are the opportunities and threats identified last year still pertinent?
- Are we growing our talent pool sufficiently to meet the needs of our growing industry?

This last point is of particular importance to all of us, and a dedicated section, which provides us with a youthful perspective on our market, and some very interesting food for thought!

As always, this report would not be possible without the significant support afforded us by the many trade associations, industry experts and ESOMAR representatives that contribute data for the industry statistics and outlook. A very special word of thanks must again go to John Smurthwaite, Jo Bowman and Larry Gold, whose tireless efforts are critical to the success of this publication. Thanks are also due to KPMG Advisory, with whom ESOMAR continues to cooperate on the data collection and analysis for this report.

I hope the trends, comments and views expressed in this report will be of interest, and will provide you with some guidance as to how the industry will continue to develop in the coming months and years.

With best regards,

Finn Raben  
ESOMAR Director General



# I. HIGHLIGHTS

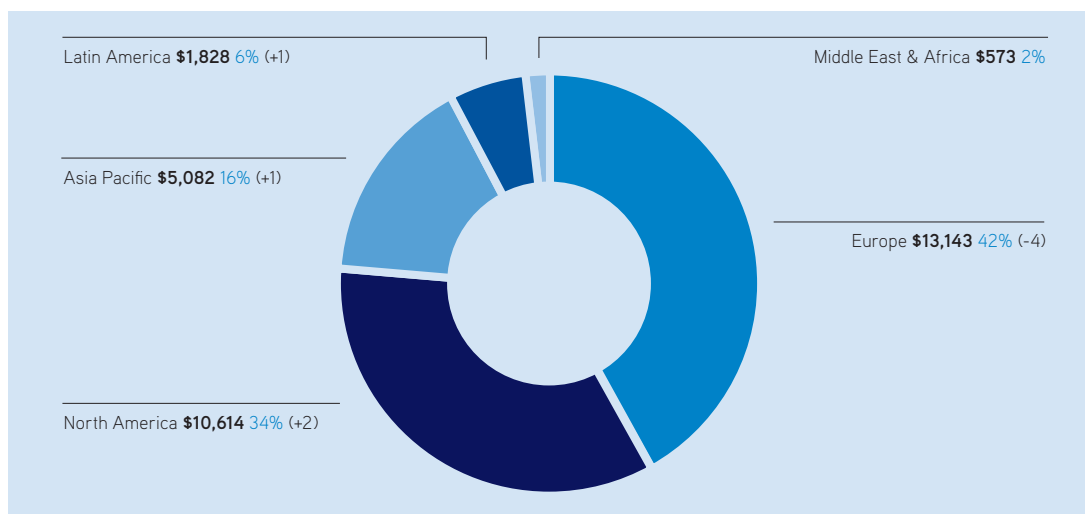
*The latest developments in market research industry size, performance, consolidation, composition of client sectors and research methods*

## 1.1 THE TOP-LINE

Global market research turnover grows to US \$31.2 billion in 2010, representing an overall growth of 5.2%, and 2.8% after adjustment for inflation – a significant improvement on 2009, but in line with expectations of economic recovery.

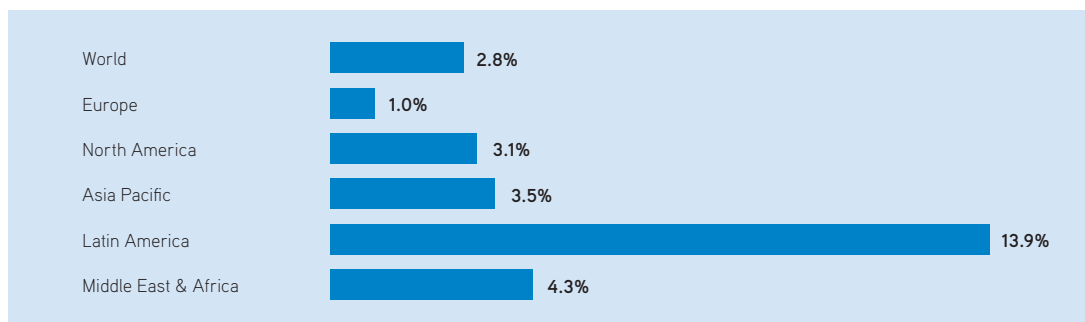
- After falls in several regions in 2009, the 2010 growth trends extend across all regions of the world, with the single exception of the Middle East
- Recovery in Latin America is stronger than anticipated; the region reports growth of 20.4% year-to-year and 13.9% once inflation is taken into account
- The other main emerging regions: Asia Pacific and Africa, welcome less accelerated improvements, but nonetheless, still report growth against their 2009 performance
- Europe experiences the softest increase globally: 3.3% in total, 1.0% once adjusted for inflation
- In overall terms, market research turnover increases in 54 out of 78 markets measured, including 12 of the top 15 markets

### GLOBAL MARKET RESEARCH TURNOVER 2010 US \$31,239 millions



ESOMAR estimates. Rounded figures presented.  
Percentage point changes in market share compared to 2009 are provided between brackets.

### NET GROWTH RATES 2010 (adjusted for inflation)



Exchange rate fluctuations eliminated. IMF inflation rates used to determine net growth.  
Improvements in methodology have led to revisions to 2009 data in order to overcome double-counting of international turnover (this means turnover for 2009 is adjusted to US \$29.6 billion); however, growth rates for 2009 have not been adjusted to maintain the trend data.