

# GLOBAL MARKET RESEARCH 2012

An ESOMAR Industry Report  
*in cooperation with KPMG Advisory*

**ESOMAR**  
WORLD RESEARCH

ESOMAR is the world organisation for enabling better research into markets, consumers and societies.

With over 4900 members in over 130 countries, ESOMAR's aim is to promote the value of market, social and opinion research in illuminating real issues and bringing about effective decision-making.

To facilitate this ongoing dialogue, ESOMAR creates and manages a comprehensive programme of industry-specific and thematic events, publications and communications as well as actively advocating self-regulation and the worldwide code of practice.

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For further information, please call + 31 20 664 2141 or email [industrysurvey@esomar.org](mailto:industrysurvey@esomar.org)

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# FOREWORD



On behalf of ESOMAR, I am delighted to present this year's GMR report, covering 2011 – the twenty-fourth edition of this industry study. We sincerely hope that this report will continue the tradition of providing an authoritative review **of** our industry, as well as offering some more thought-provoking pieces on key developments **within** our industry.

While it confirms that the Market Research Sector continues to recover, this year's report also makes it clear that we have perhaps become a little more sensitive to macro-economic influences than we previously believed. The guarded optimism reported last year has been borne out globally, although certain individual markets have not been as fortunate as they might have expected.

These macro-economic factors – such as the pronounced fluctuations in exchange rates linked to the performances of national economies – have made it more challenging to sustain growth patterns. The resultant search for markets of new or further opportunity is now a pronounced dynamic in our industry (see Chapter 3) and has effected interesting variations in the list of those markets and geographies which are identified as the fastest growing each year.

The other influence of note is the continuing expansion of the non-traditional information providers. To use a common racing expression, it is now very much a case of "horses for courses," or different

approaches having clear advantages over others as the situation demands. Well, nothing new there one might say, and true enough – except that the methodologies or approaches are often not represented in everyone's portfolio of services, and thus there remains ample opportunity for newer entrants into the business intelligence sector. Did I hear someone mention Google?

On a more practical note, however, this does mean that our extended market definition, which we first referred to last year, continues to expand (see Chapter 2).

So whether you consider these to be challenges or opportunities, it is heartening to see that the outlook for 2012 remains positive – despite the less favourable economic predictions that seem to be a recurring theme in every evening news broadcast.

Let me therefore conclude by reiterating the "good news" headline: our industry continues to grow and provide us with opportunities for further development. While these opportunities may mean our industry will need to continue to change and evolve, I believe we will be better and stronger for it.

Finally, this report would not have been possible without the wonderful support of the many trade associations, industry experts and ESOMAR representatives that provided the information contained herein. We recognise the contributions of KPMG Advisory, who assisted us with the collection and analysis of the data, and, as always,

particular and special words of thanks must go to John Smurthwaite, Jo Bowman and Larry Gold, whose significant contributions and tireless efforts were essential to the success of this publication.

Thank you, one and all.

I hope you will find this report of interest, and I hope, too, that it may provide you with a thought, an idea or simply a desire that will ultimately further benefit your business.

A handwritten signature in dark ink, consisting of a stylized initial 'F' followed by a long horizontal line.

Finn Raben  
ESOMAR Director General



I.

# HIGHLIGHTS

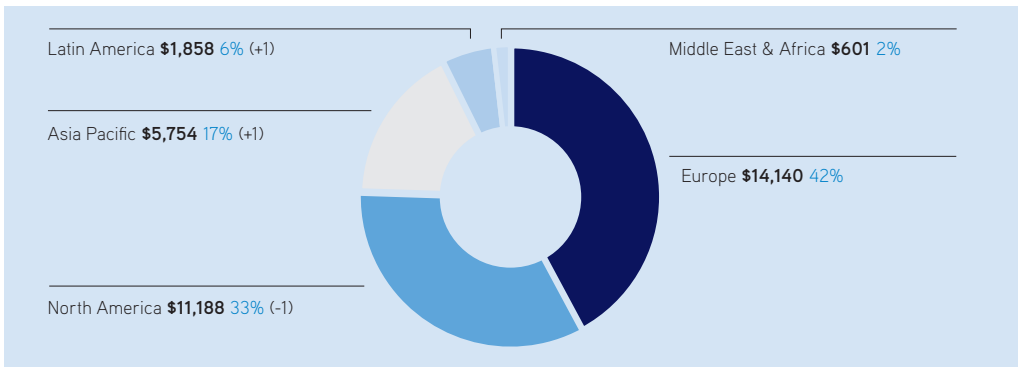
*The latest developments in market research industry size, performance, consolidation, composition, of client sectors and research methods.*

# 1.1 THE TOP LINE

Global market research turnover continues to rise reaching US \$33.5 billion, representing a year-to-year increase of 3.8%, and 0.4% after adjustment for inflation. While this creates an overall picture of apparent stability in the global market research business, it should be noted that there were massive gains in some markets while others suffered severely due to economic and political turmoil.

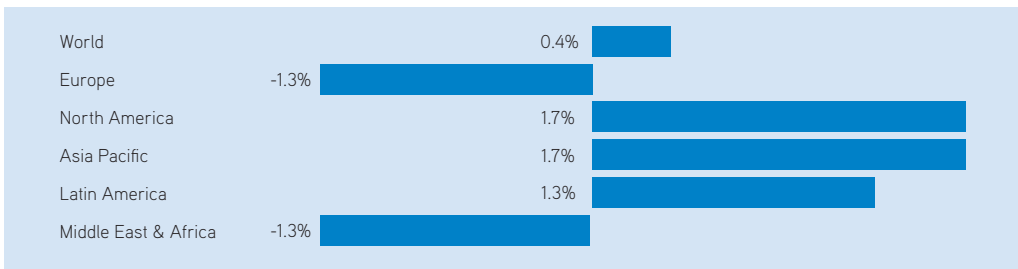
- Market research turnover increases in 51 countries or sub-regions in 2011, and declines in 32.
- North America continues the journey to recovery begun last year, with turnover totalling US \$11.2 billion.
- Latin America, although buoyed by massive gains in Brazil the previous year, relinquishes its position as the fastest growing region, but still reports growth. The North American region and Asia Pacific take over and jointly hold the title this year.
- Europe, still the largest region for global research, reports a net decline of 1.3% after inflation, with the Nordic markets, Latvia and outsourcing hub Bulgaria unable to balance out losses in the economically troubled British and southern European markets. Falls also occur in the Middle East and Africa.

## GLOBAL MARKET RESEARCH TURNOVER 2011 US \$33,540 million



ESOMAR estimates. Rounded figures presented. Percentage point changes in market share compared to 2010 are provided between brackets.

## NET GROWTH RATES 2011 (adjusted for inflation)



Exchange rate fluctuations eliminated. IMF inflation rates used to determine growth. Improvements in methodology have led to revisions to 2010 data in order to overcome double-counting of international turnover (this means turnover for 2010 is adjusted to US\$ 31.3 billion); however, growth rates for 2009/2010 have not been adjusted to maintain trend data.