

GLOBAL MARKET RESEARCH 2014

An ESOMAR Industry Report

in cooperation with BDO Accountants & Advisors

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ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.

With over 4,900 members in 130 countries, ESOMAR promotes 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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FOREWORD

Welcome to the Global Market Research Report, covering 2013.



Finn Raben
ESOMAR Director
General

Each issue of this report has traditionally marked a number of important developments in our profession, and this year is no different! Firstly, the more traditionally defined “market research” sector now surpasses the US\$ 40 billion mark, putting it on a par with the global Wi-Fi market, or the recorded music industry. Secondly, North America (including the USA - the single largest research market globally) now assumes top spot on the podium as the fastest growing region globally, and while global growth is on a par with that recorded last year, there is substantial optimism for 2014 which has been borne out by many of the half-year investor reports that have been circulated to-date.

Some of the key topline findings in this report are:

- Our market does continue to grow globally, and now exceeds US\$ 40 billion in value;
- Parts of Europe still struggle to overcome the economic ‘hangover’ from the crisis;
- North America now leads global growth, underpinned by a resurgence in Qualitative in the USA;
- China’s growth rate has declined by more than half in the past year, but the size of the market research industry in China is now quickly catching up with Japan, the most developed market in the region;

- The Middle East records growth at the regional level, but shows a more complex and diverse picture at the sub-regional level

Applying the extended definition of the market to our measure, the value of the industry grows by 50% (!!) from US\$ 40 billion to US\$ 60 billion, the equivalent value of the electronic gaming industry and the highest valuation ever recorded. We also see (as the ownership of companies change), a more dynamic Top 10 company listing, echoing a greater movement of funding and investment, stemming (we believe) from increased optimism about the industry.

A continuing challenge however, is that we still need to do more to raise the value of our profession – to legislators, to users and most importantly, to our participants and consumers. The importance of research and insight to society, to government and to business simply cannot be stressed enough, so allow me a small plea: Help us celebrate what we do, louder and farther in 2014 and beyond!

To complement these important milestones, you will note that our report has also had a slight makeover; we hope that you like the new format – as well as the additional information contained within – so please let us have your feedback or comments to: industrysurvey@esomar.org

It is only with your input, your guidance and your support that we can continue to encourage, advance and elevate the cause of market research globally!

Lastly (and as always), we owe a large debt of gratitude to the many people who make this study possible: to the sounding board, trade associations, industry experts and ESOMAR representatives whose support is essential to the production of this report – thank you, one and all for all of your contributions.

A very special word of thanks must also go to our tireless and dedicated partners – John Smurthwaite, Jo Bowman and Larry Gold – whose time, efforts, regional expertise and guidance are critical to the success of the Global Market Research Report.

I hope this report will continue to provide you with the authoritative review of the market it sets out to, and I look forward to any thoughts or suggestions on how we may further improve it to meet your needs.

With best regards,

Finn Raben
ESOMAR Director General

THE GLOBAL SOUNDING BOARD

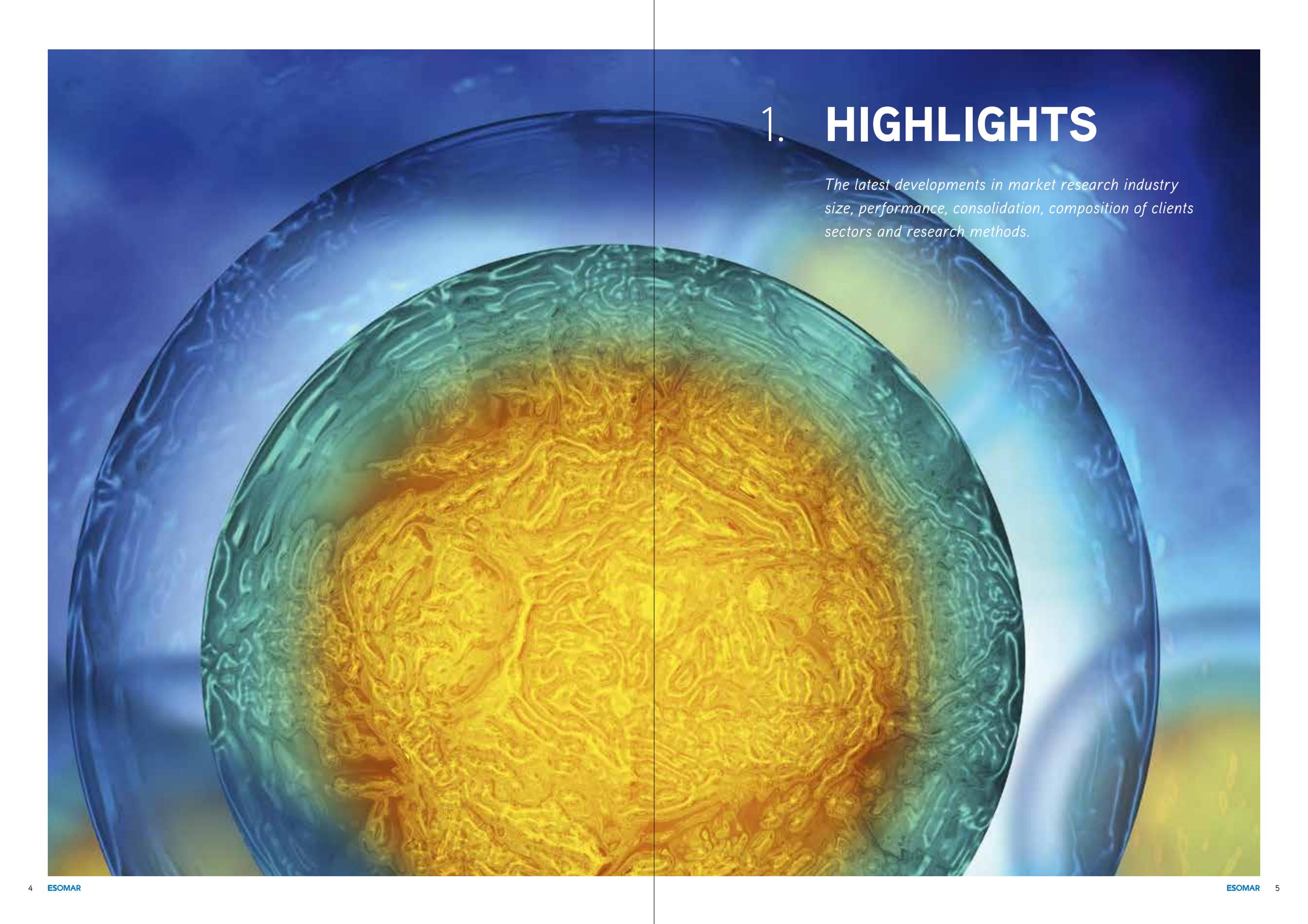
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1. HIGHLIGHTS

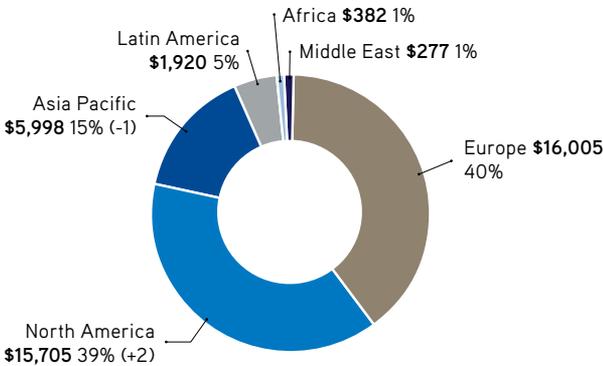
The latest developments in market research industry size, performance, consolidation, composition of clients sectors and research methods.

1.1 THE TOP LINE

The global size of our profession continues to grow, as worldwide turnover reaches US\$ 40,287 million in 2013, representing an annual/year-on-year increase of 2.8% and 0.7% after inflation is factored in. The North American research market now appears to have fully recovered from the economic downturn of recent years and is rewarded with the title of fastest growing region for the first time since 2000. This year it is the USA, which is making up for sluggish performances in some of the world's other large research markets.

Global market research turnover 2013

US\$ 40,287 million

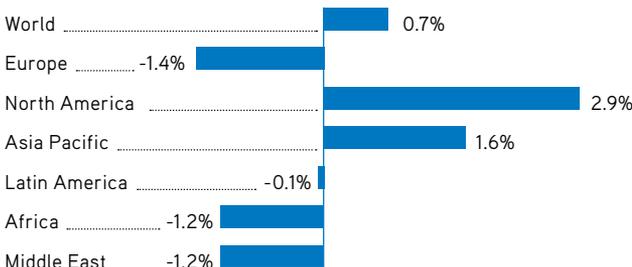


ESOMAR estimates. Rounded figures presented
Percentage point changes in market share compared to 2012 are provided between brackets.

- Market research turnover increases in 49 countries or sub-regions, and declines in 40, after adjustment for inflation.
- North America, accounting for 39% of global research sales, buoyed the industry, recording 2.9% net growth.
- Asia Pacific is the second of two regions that recorded positive growth for the year 2013.
- Latin America, which was the best performing region in 2013, saw research turnover drop by 0.1%, impacted by inflation and declines for the region's largest markets, Brazil and Mexico.

Net growth rates 2013

(adjusted for inflation)



- Europe still struggles to counter the effects of the ongoing economic pains and saw the market decline for a third consecutive year.
- The Middle East and Africa posted steady growth in absolute terms, but this turned into net declines after the inflationary measures were made. ■

Exchange rate fluctuations eliminated.
IMF inflation rates used to determine growth.