Shipbroking Market Benchmark Analysis

This document presents the key findings of a market benchmark analysis conducted on ten leading shipbroking companies selected based on their relevance in the shipbroking industry and the presence of a research or market intelligence division. The companies analysed in this analysis include: MB Shipbrokers, Clarksons, Simpson Spence Young, Toepfer Transport, Arrow Shipping, Braemar ACM Shipbroking, IFCHOR, Affinity (Shipping) LLP, E.A. Gibson Shipbrokers Ltd, Poten & Partners

1. Industry Landscape: Evolution of Research in Shipbroking

The shipbroking industry is experiencing a clear shift in the role and delivery of market research — moving from a traditional, relationship-driven model to a digital, productized, and data-driven approach.

1.1. Traditional Model — Relationship-Driven & Static Research

Historically, shipbroking research was closely tied to the broker's personal network and expertise, relying heavily on static reports such as weekly or monthly market updates, emailed briefings, and informal communication channels. Research primarily served as a support function — reinforcing client relationships and providing background information for chartering negotiations. Key characteristics of the traditional model include: static reports with limited customization, focus on descriptive market commentary, reliance on personal broker-client relationships for information flow and limited monetization — research often provided free of charge as part of brokerage services.

1.2. Emerging Model — Digital, Productized & Data-Driven Research

In contrast, leading shipbroking companies have transformed market research into a strategic, revenue-generating product. Research is now delivered through dedicated digital platforms that provide clients with real-time, customizable, and actionable intelligence. *The focus has shifted from reporting past events to supporting future decision-making with predictive analytics, scenario modeling, and sector-specific data products.* Key characteristics of the emerging model include: digital research platforms as the primary delivery channel, modular, real-time content with user-driven customization, development of proprietary indices and data products, monetization through subscription models, premium consulting, and API integrations, enhanced analytics capabilities, including ESG reporting and predictive tools, and research positioned as a core commercial product, not just a support function.

This evolution reflects a fundamental repositioning of market research within shipbroking — from a secondary, relationship-based service to a primary, technology-enabled product that drives client engagement, operational efficiency, and new revenue streams. Future industry leaders will be defined by their ability to leverage data, technology, and sector expertise to deliver actionable intelligence in real time.

Traditional Model	Emerging Model
Static reports (weekly/monthly)	Real-time, digital platforms
Broker-driven information flow	Client self-service access & customization
Descriptive, historical commentary	Data-driven, predictive analytics
Research as support for broking	Research as a monetized product
Relationship-driven delivery	Platform-centric client engagement