

RESOURCE | THE LIST OF WORLDWIDE RESEARCH AGENCIES

(1)

Agency: Nielsen

Note: The biggest research agency in the world in terms of revenue

Contact:

Europe: www.nielsen.com/eu/en/contact-us/

China: www.nielsen.com/cn/zh/contact-us/

United States: www.nielsen.com/us/en/contact-us/

Canada: www.nielsen.com/ca/en/contact-us/

India: www.nielsen.com/in/en/contact-us/

Latin America: www.nielsen.com/latam/es/contact-us/

Asia Pacific: www.nielsen.com/apac/en/contact-us/

Middle East/North Africa: www.nielsen.com/mena/en/contact-us/

Sub-Saharan Africa: www.nielsen.com/ssa/en/contact-us/

(2)

Agency: Kantar

Note: Apart from traditional research, it covers social media monitoring and advertising effectiveness.

Contact: www.kantar.com/contact

(3)

Agency: IQVIA

Note: Dedicated to healthcare sector

Contact: www.iqvia.com/contact

(4)

Agency: IPSOS

Note: Specializes in media and advertising, marketing, client and employee relationship research

Contact: www.ipsos.com/en/contact



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(5)

Agency: GFK

Note: Strong in consumer and digital advertising research

Contact: www.gfk.com/about-gfk/gfk-in-your-country/

(6)

Agency: IRI

Note: Specializes in consumer, shopper, and retail market research

Contact: iri@iriworldwide.com

United States: www.iriworldwide.com/en-US/Company/Contact-Us

United Kingdom: www.iriworldwide.com/en-GB/Company/Contact-Us

Australia: www.iriworldwide.com/en-AU/Company/Contact-Us

(7)

Agency: Westat

Note: Provides research mainly to U.S. Government agencies, but also to businesses

Contact: www.westat.com/contact

(8)

Agency: Wood MacKenzie

Note: Specializes in energy, chemicals, renewables, metals and mining research

Contact: www.woodmac.com/contact-us/

(9)

Agency: Intage

Note: Japanese company, specializes in marketing, consumer panel and retail tracking research

Contact: i-entry.jp/form/intage/contact_english

(10)

Agency: Dunnhumby



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Note: Their focus is customer data science

Contact: www.dunnhumby.com/contact

