

2024

# ESOMAR Global Top Insights Companies

Presenting the leaders of the industry



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# 1. Industry overview

The industry continues to move apace in a landscape of relatively high interest rates, the shadow of high inflation rates and a progressive return to normalcy after the shockwave of the COVID-19 pandemic (remember that?).

The last fiscal year, 2023, was a period of caution, characterised by relatively sluggish M&A landscape, conservative growth, and a lack of obvious outliers beyond the usual faster-than-average growth of the software research sector.

This year's ESOMAR Global Top Insights Companies rankings take a close look at each of the three sectors that compose the industry, characterised by different and unique business models. As such, this publication will present the 20 largest companies in:

- the market research sector, composed of full-service research firms and those sample panel providers that are an integral part of their activity;
- the software research sector, composed of subscription software firms dedicated to DaaS, SaaS, CRMs and the like, such as digital data providers, social listening and communities companies, self-serve research providers, or enterprise feedback management firms; and
- the reporting sector, characterised by consultancy services and specialised industry reports.

And, naturally, we will delve into the behaviour of the insights industry as a whole, with a look at the Global Top 50 Insights Companies for 2023.

ESOMAR's Global Top-20 Market Research Companies

ESOMAR's Global Top-20 Research Software Companies

ESOMAR's Global Top-20 Reporting Companies

ESOMAR's Global Top-50 Insights Companies



# 1.1. Global insights turnover

An official figure for global insights turnover for 2023 will be published in ESOMAR’s Global Market Research report in the next months. In the meantime, preliminary calculations for the market share of the Global Top 50 Insights Companies need the combined input of two of ESOMAR’s reports: the **Global Market Research 2023**, (with a new edition expected for September ’24) and the upcoming **Evolution of the Data, Analytics and Insights Industry**: a forecast into 2026.

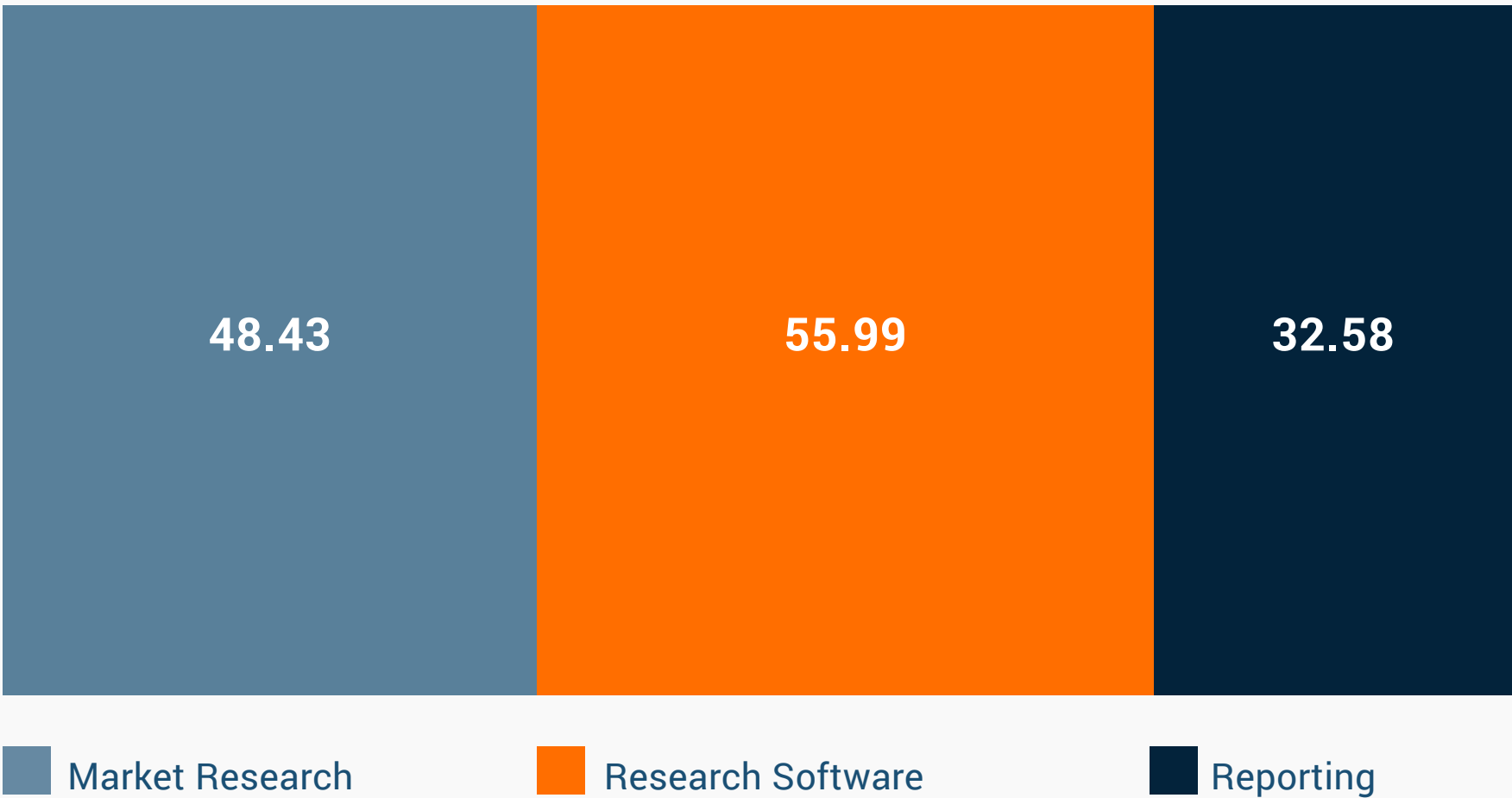
The resulting expected turnover for 2023 is US\$138.7 billion:

- A global market research industry with a turnover of US\$48.4 billion and representing 35% of the global turnover;
- A research software one with a turnover of US\$56.0 billion and a global share of 41%; and lastly
- A reporting sector with a global value of US\$32.6 billion and a global share of 24%.

Please note that this is to be validated by ESOMAR’s Global Market Research report in its September 2024 edition.

This information enables us to estimate the share of ESOMAR’s Global Top 50 Insights Companies to sit at 51.1% (US\$70.9 bn). This represents a similar share to 2022 as published in the Global Market Research, at 50.7%, but still remains below 2021, when the expected share of the Global Top 50 sat at more than 53%.

Preliminary turnover of the Insights Industry 2023 (US\$ bn)



Sources: *Evolution of the Data, Analytics and Insights Industry, a forecast into 2026 and Global Market Research 2023*



# 1.2. The engine of growth

A look at each of the individual industry sectors provides confirmation of what the industry has been observing over the years. While the market research sector continues to show positive performance year-on-year at 2.8% over 2023, most of the growth of the industry can be attributed to research software companies with a positive linear growth of 11.8%.

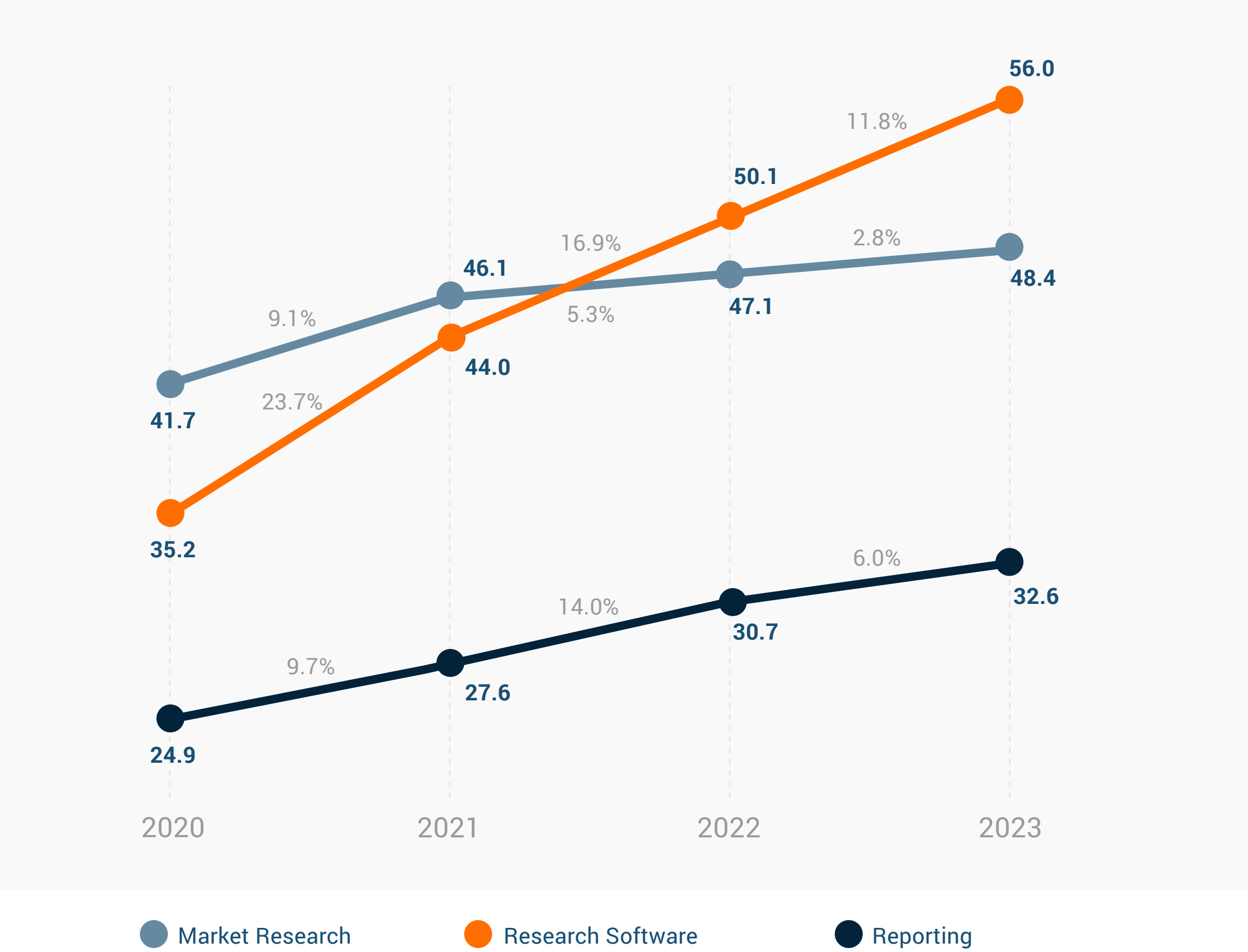
The industry has been observing for some years the higher-than-average growth of the research software sector, with a global turnover which managed to overtake that of the market research one back in 2022. This higher growth means that, as the years go by, the distance between the research software sector and the market research sector will continue to widen. It is expected that, at US\$56 billion, the research software sector will be almost US\$8 billion larger than the market research one at US\$48.8 billion.

The weakest link within the market research sector was the sample panel providers, a sector hurt by concerns over panel quality, respondent fraud, and the rise of certain advancements in artificial intelligence. Full-service firms, however, did not present much higher growth, and their combined growth rate is not expected to beat inflation in 2023.

The fastest-growing segments in 2023 were digital data analytics and self-serve research platforms at around 14%. While high interest rates may have slowed down investment, their high year-on-year growth continues to push overall industry growth globally.

A closer look at each of the three industry sectors can be found in ESOMAR’s **Evolution of the Data, Analytics and Insights Industry**, which offers a forecast into 2026.

Industry size per sector (US\$ bn)



Source: Evolution of the Data, Analytics and Insights Industry, a forecast into 2026 (values for the Market Research sector extrapolated from the Global Market Research)

### 1.3. Consolidation of players

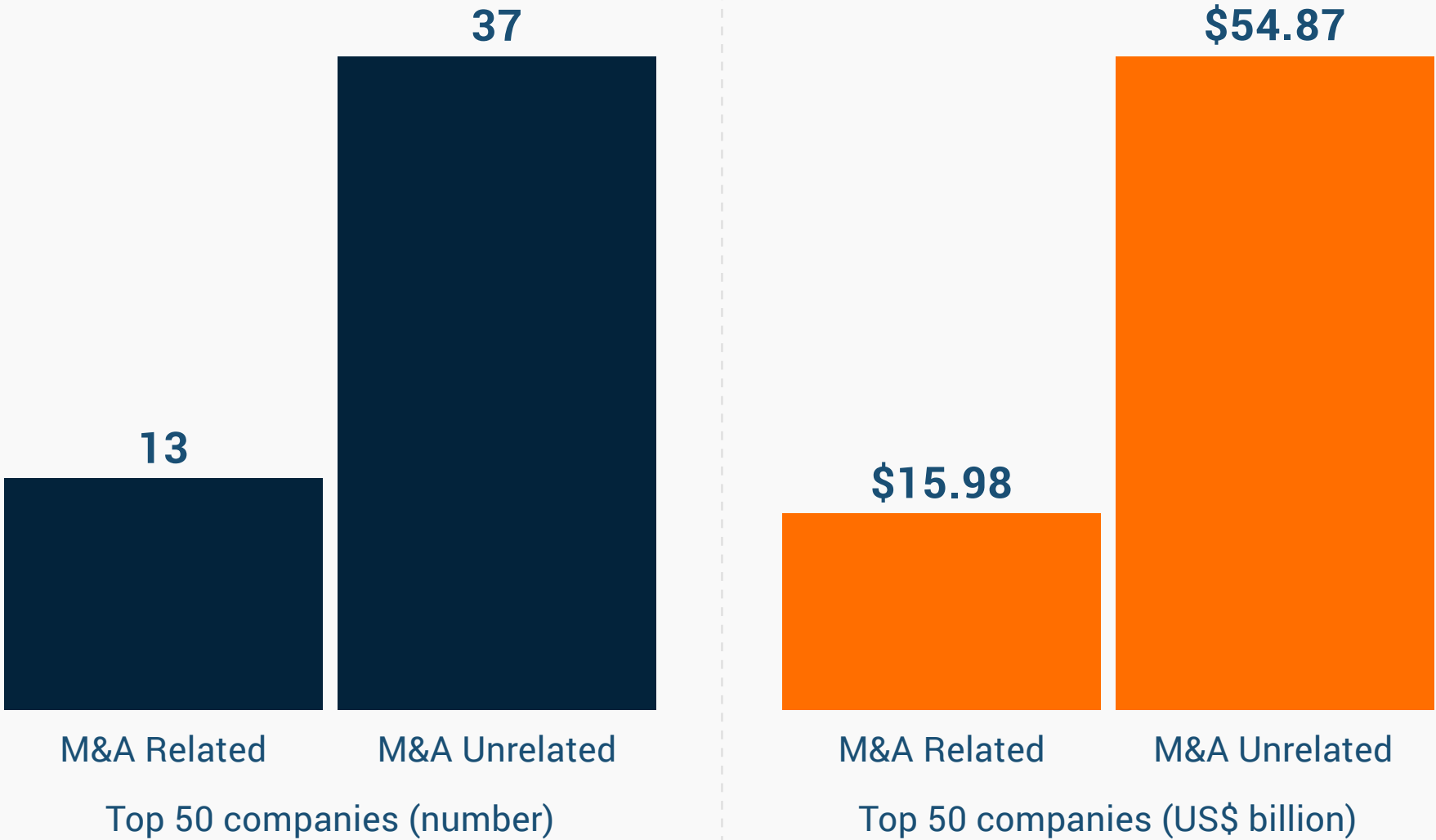
The years of the pandemic forced markets to move in quick and unexpected ways. It provided undeniable advantages for some players, while it hurt the growth of many others. As explained in ESOMAR’s studies and reports over the years, the pandemic forced a substantial part of the research profession to move from face-to-face to online methods. Not only was direct data collection disrupted, but it also provided an opportunity for passive, digital methods of research to flourish, which in turn attracted large amounts of investment capital.

However, the high levels of inflation that followed the massive quantitative easing from central banks during the pandemic forced them to, eventually, increase interest rates, thereby hampering investment. Interest rates remained comparatively high during 2023, which made investors take conservative positions and delay any movement they would have normally executed during the year.

The result is a Global Top 50 list of companies that remained largely unaltered, where only 13 out of the 50 players engaged in any substantial level of mergers and acquisitions worth considering (the most minute movements are not tracked).

Overall, companies engaged in mergers and acquisitions represent a total turnover of around US\$16 billion, while the majority, US\$55 billion, relates to companies without any major movement of capital.

M&A in the Insights Industry, 2023



Source: Evolution of the Data, Analytics and Insights Industry, a forecast into 2026

Sector	Top 50 growth	Turnover involved in M&A (within Top 50)
Market research	2.8%	41.9%
Research software	12.1%	8.5%

## 2. Sectorial rankings

While ESOMAR categorises the insights industry as a unified entity, the truth is that the companies that constitute it engage in vastly different business practices. To aid in the comparison of such disparate ecosystems, ESOMAR created a series of Global Top 20 rankings for each of the sectors in the industry, of which 2024 is the second iteration.

The global top 20 companies in the second largest (though undoubtedly most representative) sector of the insights industry – market research – show modest yet positive growth. The three largest players, which represent almost half of the turnover of the Top 20 Market Research Companies, grew a combined 0.5%. A dedicated chapter will shed more light on this result.

The global top 20 research software companies grew a combined 12.1%, slightly outpacing the overall growth for their sector. While this represents a slowdown from 2022, it still is the fastest-growing sector in the insights industry. Research software remains the least consolidated sector, with new companies extending every year the long tail of players.

Lastly, the global top 20 reporting companies continued apace with a combined linear growth of 8%, outpacing that of their own sector by more than two percentage points in 2023. Unlike the research software sector, the combined share within the reporting sector of the 20 companies at the top is the highest in the industry at more than 73%.

### Market research

**IQVIA**, with a US\$5,616 million partial turnover and a growth rate of 3.5%

**Nielsen**, with a US\$3,500 million total turnover and a growth rate of -1.4%

**Kantar**, with a US\$2,980 million total turnover and a growth rate of -2.7%

### Research software

**Salesforce**, with a US\$4,912 million partial turnover and a growth rate of 8.8%

**Adobe**, with a US\$4,893 million partial turnover and a growth rate of 10.7%

**HubSpot**, with a US\$2,170 million total turnover and a growth rate of 25.4%

### Reporting

**Gartner**, with a US\$5,907 million total turnover and a growth rate of 7.9%

**CoStar**, with a US\$2,455 million total turnover and a growth rate of 12.5%

**S&P Global**, with a US\$2,226 million partial turnover and a growth rate of 13.1%



## 2.1. ESOMAR's Global Top 20 Market Research Companies

With a combined turnover of US\$25.6 billion and a linear growth rate of 2.78%, the Global Top 20 Market Research Companies shows mixed results from its different companies, with a mix of positive and negative growth rates. All in all, results suggest a mature market research sector where growth rates tend to be quite aligned with the overall economy.


Together, the Top 20 represented an estimated 52.8% of the global share within its sector in 2023, in line with 2022, a result of parallel growth with the rest of the sector over time.

Up to 7 companies representing 34% of the total Top 20 turnover reported negative growth, among them Nielsen and Kantar, the second and third largest players in this sector.

Conversely, the remaining two-thirds of turnover represents companies with positive growth, 5 of which presented double-digit growth. These fast-growing companies, with a combined share of 14% among this reduced ranking, include NielsenIQ, Abt Associates, AIR, YouGov, and Westat.

Compared to 2022, the 9 companies at the top maintain their positions, and it is only Alphasights that climbs one position and takes dunnhumby's 10th place, while the latter drops to 16th place after a reassessment of its turnover. We will also continue to look closely at the NielsenIQ and GfK integration over 2024.

### Top Market Research Companies



1st

5,616

2023 Turnover  
US\$ (M) \*(Partial)


3.5%

Growth  
(2022-2023)

4.0%

Global Market  
Share

2nd



3,500

2023 Turnover  
US\$ (M) \*(Total)


-1.4%

Growth  
(2022-2023)

2.5%

Global Market  
Share

3rd



2,980

2023 Turnover  
US\$ (M) \*(Total)

-2.7%

Growth  
(2022-2023)

2.1%

Global Market  
Share

*\*Total = Total company turnover;  
Partial = Only insights-related turnover*





# Global Top 20 Market Research Companies

*\*Total = Total company turnover; Partial = Only insights-related turnover*  
*^ESOMAR Corporate member*

Rank	Company	2023 Turnover (US\$ M)*	Growth 2022/23	Sectoral market share	Fastest growing in the sector	Rank in Top 50	Main Segments Active in
1	IQVIA	5,616 (Partial)	3.5%	11.6%	8th	2nd	Established Market Research also Digital Data Analytics
2	Nielsen	3,500 (Total)	-1.4%	7.2%	15th	5th	Established Market Researchalso Social Listening and Communities and Digital Data Analytics
3	Kantar^	2,980 (Total)	-2.7%	6.2%	18th	6th	Established Market Research also Sample Panel Providers and Self-serve Research Platforms
4	Ipsos^	2,585 (Total)	3.0%	5.3%	10th	7th	Established Market Research also Digital Data Analytics
5	Circana	2,344 (Total)	6.0%	4.8%	7th	9th	Established Market Research
6	NIQ	2,089 (Total)	12.0%	4.3%	5th	12th	Established Market Research also Digital Data Analytics
7	GfK^	1,150 (Total)	3.4%	2.4%	9th	17th	Established Market Research also EFM
8	Dynata	678 (Total)	-0.3%	1.4%	14th	34th	Sample Panel Providers also Social Listening and Communities and Established Market Research
9	GLG^	665 (Total)	2.3%	1.4%	11th	36th	Established Market Research also Self-serve Research Platforms
10	Alphasights	466 (Total)	7.1%	1.0%	6th	42nd	Established Market Research also Digital Data Analytics
11	INTAGE^	442 (Total)	-5.8%	0.9%	19th	45th	Established Market Research
12	Abt Associates	434 (Total)	18.4%	0.9%	1st	46th	Established Market Research
13	Comscore	370 (Total)	-1.6%	0.8%	16th	49th	Established Market Research also Digital Data Analytics and Social Listening and Communities
14	AIR	370 (Total)	18.1%	0.8%	2nd	50th	Established Market Research also Digital Data Analytics
15	Prodege	345 (Total)	1.5%	0.7%	12th	-	Sample Panel Providers
16	dunnhumby	321 (Total)	-2.6%	0.7%	17th	-	Established Market Research
17	YouGov	319 (Total)	16.8%	0.7%	3rd	-	Established Market Research
18	Macromill	314 (Total)	1.0%	0.6%	13th	-	Established Market Research
19	CINT AB	288 (Total)	-7.3%	0.6%	20th	-	Sample Panel Providers also Social Listening and Communities
20	Westat	288 (Total)	12.9%	0.6%	4th	-	Established Market Research

## 2.2. ESOMAR's Global Top 20 Research Software Companies

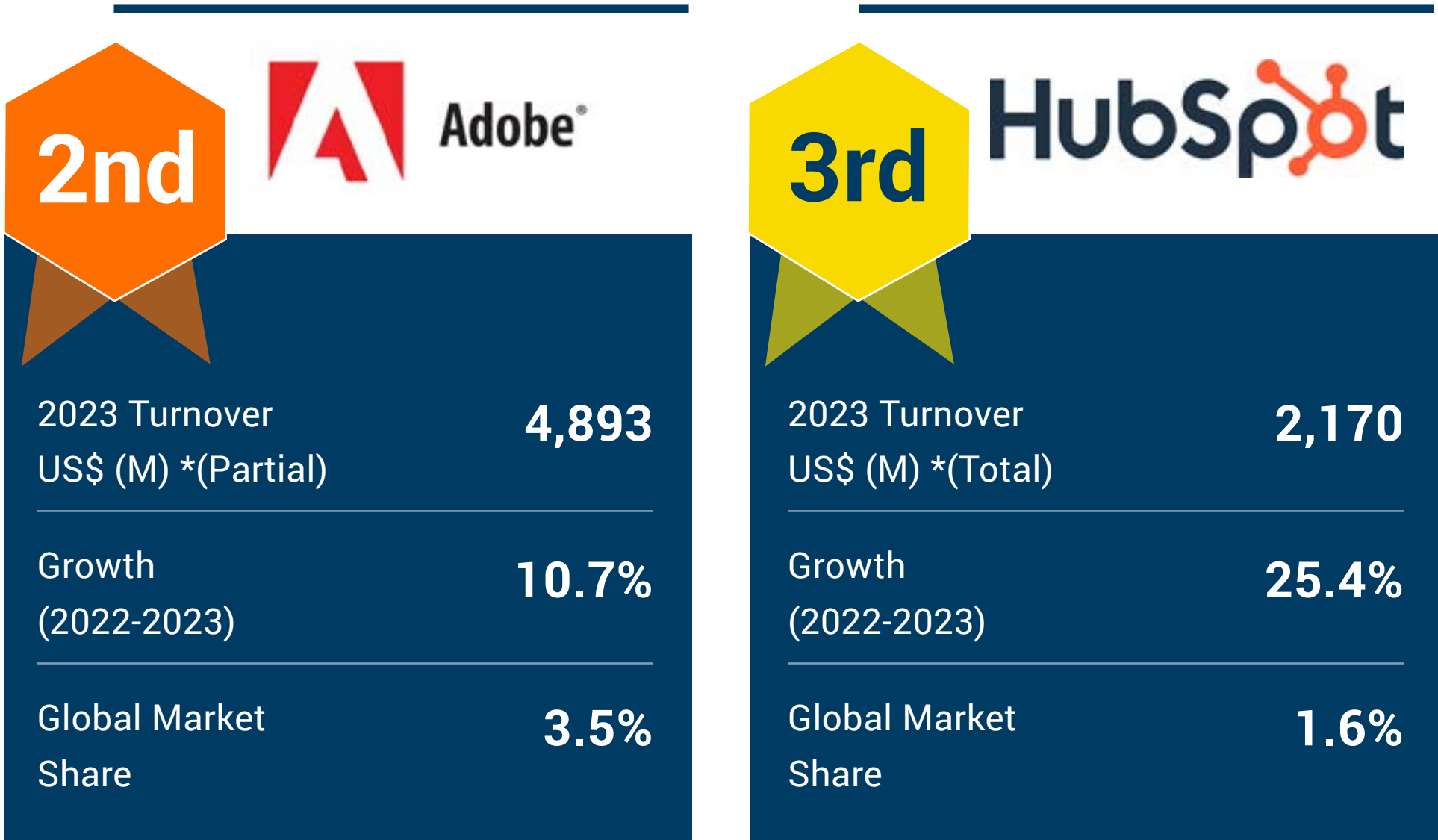
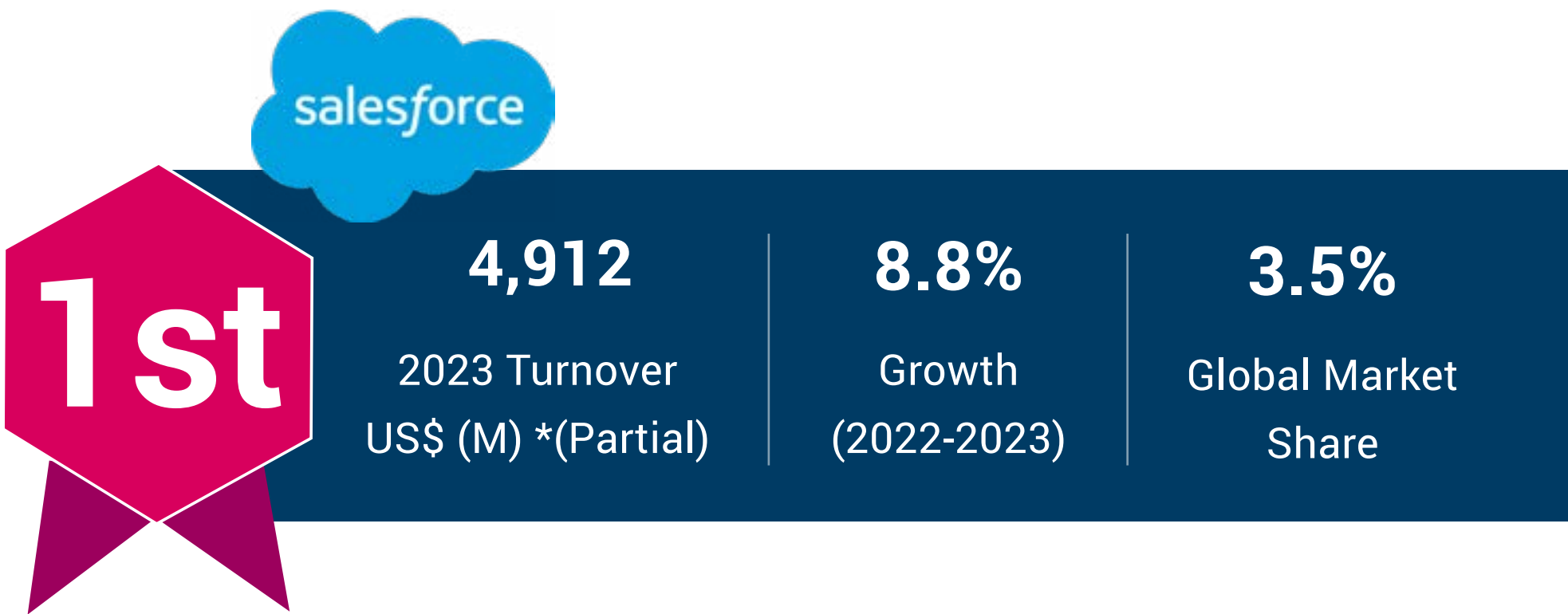
The Global Top 20 Research Software Companies represent a share of 44% of the total sector, a sign of the long tail of smaller players in this sector with, presumably, future opportunities to engage in mergers and acquisitions. This was not the year, though, for such activities, as explained in Chapter 1.3.

Yet, despite the conservative environment within the research software sector, only one company, SurveyMonkey, ended 2023 with a slightly negative result (-1.2%). Not only did the remaining 19 companies in the top 20 present positive growth, but 10 of them, making up 55% of the turnover in the sector, also managed double-digit growth.

Given that the sector itself presented a growth of 11.8%, it is unsurprising that a large number of companies also presented double-digit growth. Still, the top 20 largest companies only slightly surpassed their sector, a sign that it is becoming more difficult to spot clear outliers. Perhaps the sector is starting to become a more defined composition of players and dynamics?

It is important to note that most companies in this sector engage in activities unrelated to the generation of insights. In these cases, this ranking will only consider the turnover that results from the generation of insights and disregard the rest.

### Top Research Software Companies



*\*Total = Total company turnover;  
Partial = Only insights-related turnover*



# Global Top 20 Research Software Companies

*\*Total = Total company turnover; Partial = Only insights-related turnover*  
*^ESOMAR Corporate member*

Rank	Company	2023 Turnover (US\$ M)*	Growth 2022/23	Sectoral market share	Fastest growing in the sector	Rank in Top 50	Main Segments Active in
1	Salesforce	4,912 (Partial)	8.8%	8.8%	12th	3rd	Digital Data Analytics also EFM and Social Listening and Communities
2	Adobe	4,893 (Partial)	10.7%	8.7%	9th	4th	Digital Data Analytics also EFM
3	HubSpot	2,170 (Total)	25.4%	3.9%	2nd	11th	Digital Data Analytics also EFM
4	Qualtrics^	1,665 (Total)	14.1%	3.0%	7th	14th	Self-serve Research Platforms
5	NICE	1,094 (Partial)	9.0%	2.0%	11th	19th	Digital Data Analytics
6	Intuit	1,020 (Partial)	7.0%	1.8%	14th	21st	Digital Data Analytics also Established Market Research
7	Cision AB	912 (Total)	0.2%	1.6%	19th	22nd	Social Listening & Communities
8	Lightspeed	909 (Total)	24.6%	1.6%	3rd	23rd	Digital Data Analytics
9	Oracle Corporation	734 (Partial)	6.0%	1.3%	15th	28th	Digital Data Analytics also EFM
10	Sprinklr	732 (Total)	18.5%	1.3%	6th	29th	Social Listening & Communities
11	Zeta Global	729 (Total)	23.3%	1.3%	4th	30th	Digital Data Analytics also Consulting Firms
12	Medallia	700 (Total)	11.1%	1.3%	8th	31st	EFM also Self-serve Research Platforms
13	Klaviyo	697 (Total)	47.5%	1.2%	1st	32nd	Digital Data Analytics
14	Sitecore	688 (Total)	8.0%	1.2%	13th	33rd	Digital Data Analytics
15	LiveRamp	660 (Total)	10.2%	1.2%	10th	37th	Digital Data Analytics also Industry Reports & Research and Established Market Research
16	SurveyMonkey	475 (Total)	-1.2%	0.8%	20th	41st	Self-serve Research Platforms also Sample Panel Providers and EFM
17	Verint Systems	455 (Partial)	4.1%	0.8%	16th	43rd	EFM
18	Meltwater Group	448 (Total)	2.0%	0.8%	17th	44th	Social Listening & Communities also Digital Data Analytics
19	Yext	404 (Total)	0.9%	0.7%	18th	47th	Digital Data Analytics
20	Sprout Social	310 (Total)	22.1%	0.6%	5th	-	Social Listening & Communités



## 2.3. ESOMAR's Global Top 20 Reporting Companies

The smallest (for now) of the three sectors in terms of its contribution to the generation of insights includes, however, the largest company within the insights industry, Gartner. Being able to satisfy the most pressing requests from users and buyers of insights, the strategic advisory and consultancy on the implementation of the results from the projects and their subsequent insights, these companies have encroached with increased intensity on the insights industry with the development of substantial analytics and even research capabilities.

These companies seem primed to address a set of specific requests and wishes covered in great depth in ESOMAR's Global Users and Buyers of Insights 2023.

Much like the Top 20 Research Software Companies, only one company, Forrester, presented negative growth (-10.6%), compared to the positive one of the remaining 19.

Of these, 7 companies, all of them (except for Oliver Wyman) belong to the industry reports and research segment: CoStar Group, S&P Global (until last year presented here as IHS Markit), J.D. Power, Ascential, Wood Mackenzie, and Global Data.

The other consulting firms in this sector continue to exhibit a growth pattern in line with overall economic growth.

### Top Reporting Companies

Gartner			
1st	5,907	7.9%	4.3%
	2023 Turnover US\$ (M) *(Total)	Growth (2022-2023)	Global Market Share
2nd	CoStar Group		
	2023 Turnover US\$ (M) *(Total)	2,455	
	Growth (2022-2023)	12.5%	
	Global Market Share	1.8%	
3rd	S&P Global		
	2023 Turnover US\$ (M) *(Partial)	2,226	
	Growth (2022-2023)	13.1%	
	Global Market Share	1.6%	

\*Total = Total company turnover;  
Partial = Only insights-related turnover





# Global Top 20 Reporting Companies

*\*Total = Total company turnover; Partial = Only insights-related turnover*

Rank	Company	2023 Turnover (US\$ M)*	Growth 2022/23	Sectoral market share	Fastest growing in the sector	Rank in Top 50	Main Segments Active in
1	Gartner	5,907 (Total)	7.9%	18.1%	10th	1st	Industry Reports & Research also Digital Data Analytics
2	CoStar Group	2,455 (Total)	12.5%	7.5%	5th	8th	Industry Reports & Research
3	S&P Global	2,226 (Partial)	13.1%	6.8%	3rd	10th	Industry Reports & Research also Digital Data Analytics
4	Deloitte	1,753 (Partial)	6.5%	5.4%	12th	13th	Consulting Firms
5	McKinsey & Co.	1,350 (Partial)	8.0%	4.1%	9th	15th	Consulting Firms also EFM
6	Accenture	1,246 (Partial)	4.1%	3.8%	15th	16th	Consulting Firms also Industry Reports & Research and Digital Data Analytics
7	Booz Allen Hamilton	1,111 (Partial)	0.6%	3.4%	18th	18th	Consulting Firms also Digital Data Analytics
8	Ernst & Young	1,029 (Partial)	6.5%	3.2%	11th	20th	Consulting Firms
9	BCG	812 (Partial)	5.1%	2.5%	14th	24th	Consulting Firms
10	KPMG	795 (Partial)	8.2%	2.4%	8th	25th	Consulting Firms also Consulting Firms
11	IDC	790 (Total)	2.3%	2.4%	16th	26th	Industry Reports & Research also Self-serve Research Platforms
12	PwC	784 (Partial)	5.1%	2.4%	13th	27th	Consulting Firms
13	J. D. Power	670 (Total)	37.4%	2.1%	1st	35th	Industry Reports & Research also Self-serve Research Platforms
14	Bain & Co.	564 (Partial)	2.2%	1.7%	17th	38th	Consulting Firms
15	Ascential	517 (Partial)	12.9%	1.6%	4th	39th	Industry Reports & Research
16	Forrester Research	481 (Total)	-10.6%	1.5%	20th	40th	Industry Reports & Research also Consulting Firms and Established Market Research
17	Wood Mackenzie	382 (Total)	17.9%	1.2%	2nd	48th	Industry Reports & Research
18	RAND Corporation	357 (Total)	0.2%	1.1%	19th	-	Consulting Firms
19	GlobalData	338 (Total)	12.3%	1.0%	6th	-	Consulting Firms
20	Oliver Wyman	312 (Partial)	11.7%	1.0%	7th	-	Consulting Firms

## 3. ESOMAR's Global Top 50 Insights Companies

### 3.1. Matching global growth

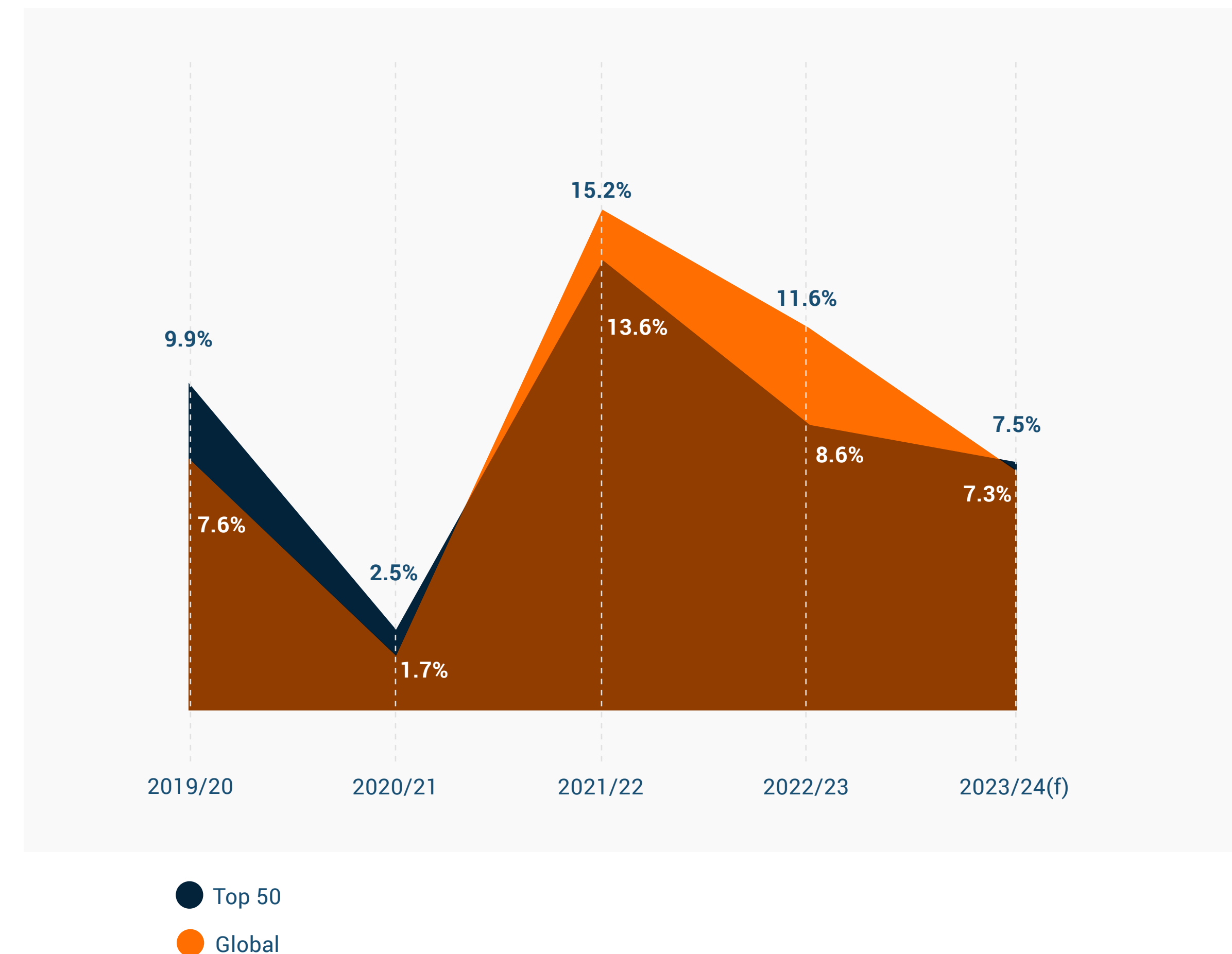
The industry continues to leave behind the high levels of uncertainty experienced during the pandemic where it saw a notable deceleration followed by a substantial spike in growth rates and very significant levels of investment (by **some accounts** the highest seen), mostly in research platforms.

In 2023, however, the headwinds of the high inflation levels seen during 2022, which forced many central banks to increase their interest rates, managed to slow the industry down to a level on par with that of 2019.

This slight deceleration in growth was felt equally by the Global Top 50 companies as by the industry at large. While the expected growth for the insights industry during 2023 was 7.3%, the Global Top 50 companies managed to surpass it ever so slightly with a 7.5% linear growth rate. The final growth rate for the industry for 2023 will be made public with the publication of ESOMAR's **Global Market Research 2024** report later this year.

The following chapters will delve into which of the three main sectors managed to sustain growth and, in fact, push the overall growth of the industry to the level seen above. Hint: no surprises here; companies with technology subscription models continue to attract the attention of investors and do not seem to have found a natural ceiling to their growth yet.

Year-over-year growth rate (%)



Source for global growth:  
Global Market Research 2023

## 3.2. Global share of the sectors

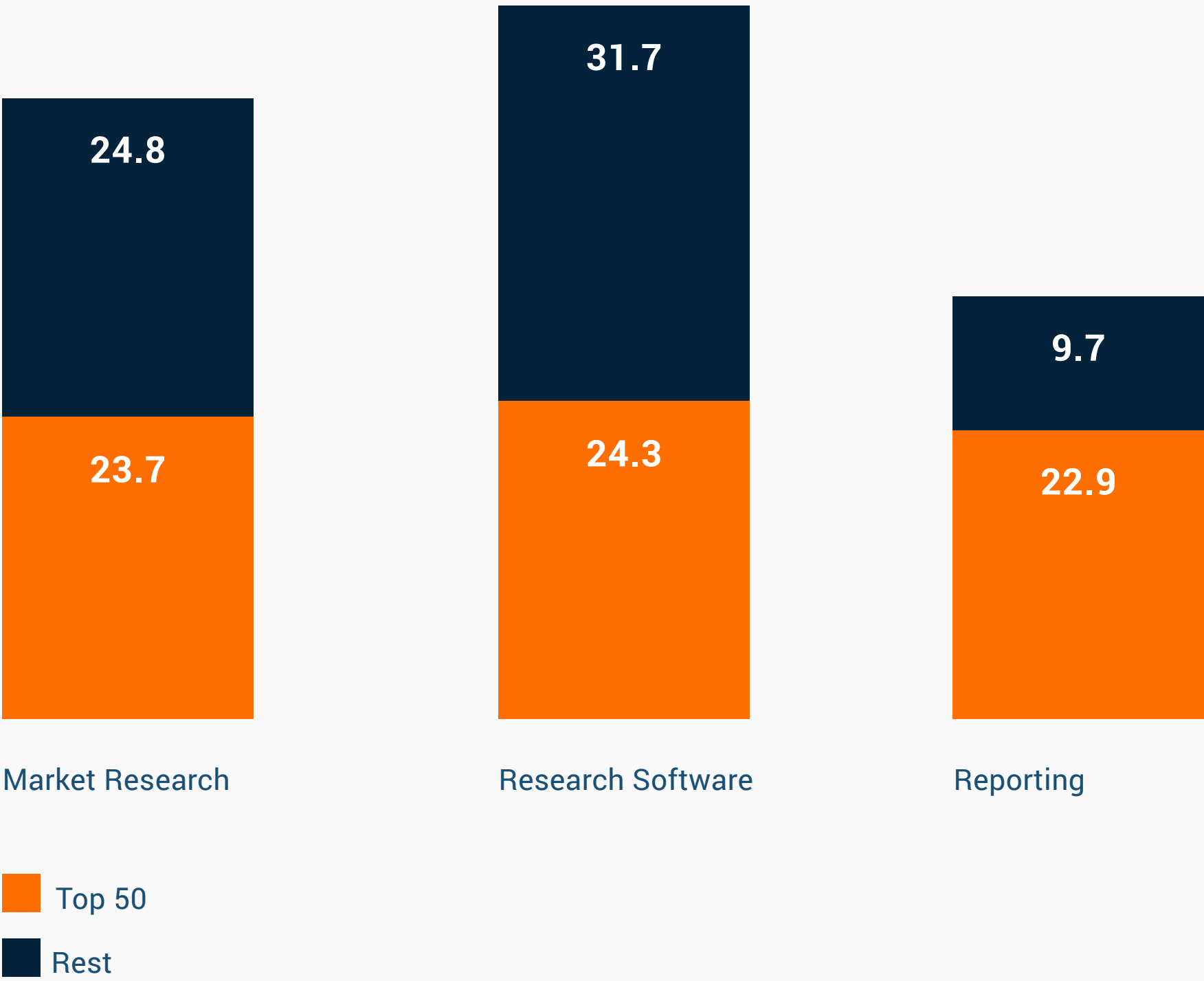
A look at the share of the sectorial distribution of the Top 50 companies provides us with an intuitive understanding of the level of consolidation that exists within each of the different business models in the industry. In the case of a sector with such international reach as the research software sector, a lower share suggests a longer tail of companies beyond the Top 50, which indicates higher competition and opportunities for consolidation through mergers and acquisitions.

In this context, market research companies within the Top 50 take up almost 50% of their sector’s global turnover. This sector is relatively mixed, with companies specialising in both domestic and international business, so conclusions on its level of consolidation cannot be made as readily. This year, however, dunnhumby drops off the Top 50 ranking, leaving just 15 market research companies at the global top.

The continued growth of research software firms brought two new names to the Top 50, Klaviyo and Yext, bringing the number to 19. As mentioned before, this sector continues abuzz with the lowest share of the Top 50 at 43% and a long tail of other companies; and while it has slowed down its growth, it does not seem to have found its ceiling yet.

Lastly, the reporting sector presents a higher level of consolidation in the industry at 70%, which is a testament to the dominance of the very large consulting firms and other industry reports and research companies.

Share of the Top 50 within their sector  
2023 (US\$ bn)



Sources: Evolution of the Data, Analytics and Insights Industry, a forecast into 2026 and Global Market Research 2023

### 3.3. Fastest growing firms

The spread of companies per growth level shows the deceleration explained in earlier pages of this document. While 2022 included 9 companies with a growth rate above 20%, only 5 managed this growth in 2023. In fact, more than half of all the companies in the ranking grew less than 10% over the year, aligned with economic growth.

Klaviyo takes the title as the fastest-growing firm with a meteoric growth of almost 47%, an impressive result regardless of how comparatively small its base figure is. The second fastest-growing firm is J.D. Power, a company focused on industry reports and research, which managed a 37% growth over 2023.

Three companies within the digital data analytics segment, HubSpot with 25%, Lightspeed with 25% (the fastest-growing firm in 2021 and second-fastest in 2022), and Zeta Global with 23%, take the position of companies with growth between 20% and 30%.

Most companies with negative growth – though not significantly negative – belong to the market research sector, such as Nielsen with -1.4%, Kantar with -2.7%, INTAGE with -5.8%, Comscore with -1.6%, and Dynata with -0.3%. However, the slowest-growing firm is Forrester at -10.6%.

As mentioned, most companies showed moderate yet positive growth, with a mix of segments performing in line with the overall economic landscape.

2022/23 Growth	Number	Breakdown*
<0%	7	4 Established Market Research 1 Industry Reports & Research 1 Self-serve Research Platforms 1 Sample Panel Provider
0<x≤10%	26	9 Consultancy Firms 6 Established Market Research 6 Digital Data Analytics 2 Social Listening & Communities 2 Industry Reports and Research 1 Enterprise Feedback Management
10<x≤20%	12	2 Digital Data Analytics 4 Industry Reports & Research 3 Established Market Research 1 Enterprise Feedback Management 1 Social Listening & Communities 1 Self-serve Research Platforms
20<x≤30%	3	3 Digital Data Analytics
>30	2	1 Digital Data Analytics 1 Industry Reports & Research

*\* While we recognise that some companies may have a portion of their business related to more than one segment, for purposes of feasibility in our calculations, a company's turnover is not split, and is instead assigned to the segment that best describes their activity.*



### 3.4. Changes in the ranking

In this restrained economic situation, 16 companies maintained their spots in the ranking, 6 more than in 2022 where only 10 firms managed to remain in their places.

With a jump of 6 places, J. D. Power moves from 41st place in 2022 to 35th in 2023, ahead of the likes of LiveRamp which falls 4 places, Bain & Co. which lets go of 2 places, Ascential which actually climbs to 39th place, and Forrester which falls 3 places.

In fact, Ascential jumps the second-most places compared to 2021, from 44th place to 39th. Other companies like Zeta Global and Lightspeed continue to climb in the ranking and gain 4 places each to 30th and 23rd place respectively.

Interestingly, no company within the first 20 places of the ranking lost or gained more than one place. At the top of the ranking, the first 9 companies maintain their places in the ranking: Gartner, IQVIA, Salesforce, Adobe (only the insights-related turnover of these two), Nielsen, Kantar, and Ipsos.

Further ahead, Circana moves ahead of CoStar Group and takes 10th place, HubSpot climbs ahead of NielsenIQ and takes 11th place, and Deloitte takes 13th ahead of Qualtrics (2022's fastest-growing firm).

Three new companies make it to ESOMAR's 2023 Global Top 50 Insights Companies: Klaviyo, Abt Associates (which did make the Global Top 20 Market Research Companies ranking), and Yext.

Position in ranking	Breakdown*
Gaining places 14 firms	4 Digital Data Analytics 3 Industry Reports & Research 2 Consulting Firms 2 Social Listening & Communities 1 Established Market Research 1 Enterprise Feedback Management 1 Self-service Platforms
Remaining 16 firms	5 Established Market Research 4 Digital Data Analytics 4 Consulting Firms 2 Industry Reports & Research 1 Enterprise Feedback Management
Losing places 17 firms	6 Established Market Research 3 Consulting Firms 3 Industry Reports & Research 2 Digital Data Analytics 1 Self-serve Research Platforms 1 Sample Panel Provider 1 Social Listening & Communities
New entrants 3 firms	2 Digital Data Analytics 1 Established Market Research

*\* While we recognise that some companies may have a portion of their business related to more than one segment, for purposes of feasibility in our calculations, a company's turnover is not split, and is instead assigned the segment that best describes their activity.*

1st (=) No change in 2023

Gartner®

## Gartner

Gartner provides fact-based consulting services to IT professionals and marketers, helping clients use and manage IT to enhance business performance.

## Top C Level People:

Chief Executive Officer:  
**Eugene A. Hall**

Chief Financial Officer:  
**Craig Safian**

Executive Vice President & Chief Information Officer:  
**Altaf Rupani**

Executive Vice President, Digital Markets:  
**Ken Allard**

23rd  
Fastest Growing

20,000\*\*  
2023 Total Insights Employees



Public



Stamford,  
Connecticut, USA



1972



[gartner.com](https://gartner.com)



[linkedin.com/  
company/gartner/](https://linkedin.com/company/gartner/)



Industry Reports &  
Research  
also Digital Data  
Analytics

## Key Stats

2023 Turnover USD (M) ^^<sup>(Total)</sup> **5,907**

Growth (2022-2023) (%) **7.9**

Global Market Share (%) **4.3**

^^*Total = Total company turnover;*  
\*\* *Estimated number*

## Latest News

Investors in Gartner (NYSE:IT) have seen strong returns of 174% over the past five years

Gartner Reports Fourth Quarter 2023 Financial Results

Gartner Reports Fourth Quarter 2023 Financial Results

## Flagship Products / Coverage Areas

Gartner Magic Quadrant  
Gartner Hype Cycle  
Gartner DigitalIQ  
Gartner BuySmart  
Product Decisions  
Critical Capabilities



2nd (=) *No change in 2023*



## IQVIA

IQVIA is a global provider of advanced analytics, technology solutions and qualitative and quantitative bespoke and syndicated research services to the life sciences industry.

## Top C Level People:

Chief Executive Officer:  
**Ari Bousbib**

Chief Financial Officer:  
**Ron Bruehlman**

Chief Human Resources Officer:  
**Trudy Stein**

President, Corporate Strategy & Enterprise Networks:  
**Kevin Knightly**

**34th**  
Fastest Growing

**32,232\*\***  
2023 Total Insights Employees



Public



Durham, North Carolina, USA



2016



[iqvia.com](https://iqvia.com)



[linkedin.com/company/iqvia/](https://linkedin.com/company/iqvia/)



Established Market Research  
also Digital Data Analytics

## Key Stats

2023 Turnover USD (M) ^(Partial) **5,616**

Growth (2022-2023) (%) **3.5**

Global Market Share (%) **4.0**

*^Partial = Only insights-related turnover  
\*\* Estimated number*

## Latest News

IQVIA and Salesforce Expand Global Partnership to Accelerate the Development of Life Sciences Cloud

IQVIA Reports Fourth-Quarter and Full-Year 2023 Results; Issues Full-Year 2024 Guidance

IQVIA Announces Upsizing of its Allocation of New Term B Loans

## Flagship Products / Coverage Areas

ARK Patent Intelligence  
IQVIA Insights  
IQVIA Institute  
IQVIA MIDAS  
Brand Strategy and Management

3rd (=) *No change in 2023*



## Salesforce

The Commerce Cloud aims to improve revenue and facilitate the sales

processes. The Marketing Cloud aims to educate potential customers about a company's goods and services, nurture leads, and turn them into prospects

## Top C Level People:

Chief Executive Officer & Co-Founder:  
**Marc Benioff**

Chief Financial Officer:  
**Amy Weaver**

Co-Founder (Salesforce) & CTO (Slack):  
**Parker Harris**

President & CMO:  
**Ariel Kelman**

19th  
Fastest Growing

11,280\*\*  
2023 Total Insights  
Employees



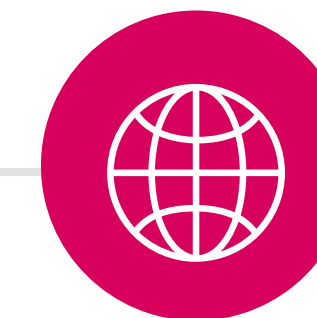
Public



San Francisco,  
California, USA



1999



[salesforce.com](https://salesforce.com)



[linkedin.com/  
company/  
salesforce/](https://linkedin.com/company/salesforce/)



Digital Data Analytics  
also EFM and Social  
Listening and  
Communities

## Key Stats

2023 Turnover USD (M) ^(Partial) **4,912**

Growth (2022-2023) (%) **8.8**

Global Market Share (%) **3.5**

*^Partial = Only insights-related turnover  
\*\* Estimated number*

## Latest News

Salesforce Accelerates Energy Transition with New Climate Investments

Salesforce Announces the World's First LLM Benchmark for CRM

Salesforce Picks London for First AI Center, Building on \$4B Investment in the UK

## Flagship Products / Coverage Areas

Marketing Cloud  
Commerce Cloud  
(other products not included)



4th (=) No change in 2023



## Adobe

Adobe Experience Platform is a technology platform that weaves critical customer data together in real time, including CRM, other first-party data, and behavioral, transactional, financial, operational, and third-party data. It brings in data, standardises it, makes it “smarter,” and acts on it across channels. It lets the company understand what its customers want and build experiences to match.

## Top C Level People:

Chief Executive Officer:  
**Shantanu Narayen**

Chief Strategy Officer:  
**Scott Belsky**

Chief Financial Officer:  
**Dan Durn**

Executive Vice President, General Counsel and Chief Trust Officer:  
**Dana Rao**

16th  
Fastest Growing

7,549\*\*  
2023 Total Insights Employees



Public



San Jose,  
California, USA



1982



adobe.com



linkedin.com/  
company/adobe



Digital Data Analytics  
also EFM

## Key Stats

2023 Turnover USD (M) ^(Partial) **4,893**

Growth (2022-2023) (%) **10.7**

Global Market Share (%) **3.5**

^Partial = Only insights-related turnover  
\*\* Estimated number

## Latest News

Adobe and TikTok Announce Integration to Bring TikTok's Commercial Music Library Into Adobe Express

Adobe and Microsoft Partner to Bring New Generative AI Capabilities to Marketers as They Work in Microsoft 365

Adobe Accelerates Data-Driven Personalization at Scale with Adobe Experience Platform Innovations

## Flagship Products / Coverage Areas

Adobe Experience Cloud  
(other products not included)

5th (=) *No change in 2023*



## Nielsen

Nielsen is an audience measurement, data and analytics, shaping the future of media. They measure the behavior across all channels and platforms to discover what audiences love, and also offer their clients with trusted intelligence that fuels action.

## Top C Level People:

Chief Executive Officer:  
**Karthik Rao**

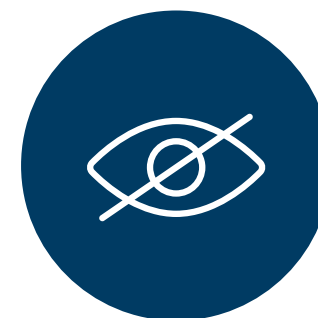
Chief Financial Officer:  
**Warren Jenson**

Chief Legal and Business Affairs Officer:  
**George D. Callard**

Chief Diversity Officer:  
**Sandra Sims-Williams**

46th  
Fastest Growing

10,000\*  
2023 Total Insights  
Employees



Private



New York, New  
York, USA



1923



nielsen.com



linkedin.com/  
company/nielsen



Established Market  
Research  
also Social Listening  
and Communities and  
Digital Data Analytics

## Key Stats

2023 Turnover USD (M) ^^<sup>Total</sup> **3,500**

Growth (2022-2023) (%) **-1.4**

Global Market Share (%) **2.5**

^^<sup>Total</sup> = Total company turnover;

\* Number of employees from official financial statement/website

## Latest News

Nielsen Selects LiveRamp to Connect Advanced Audiences for Big Data and Cross-platform Measurement and Planning in Nielsen Ecosystem

Nielsen Launches The Media Distributor Gauge, First Convergent TV Comparison of its Kind

Lyft taps Nielsen to Drive Advertising Insights

## Flagship Products / Coverage Areas

One Measurement Solutions (Audience measurement)  
Audience segmentation (Media Planning)  
Marketing Mix Modelling (Marketing Optimization)  
Audio/Sports/Video Content Solutions (Content Metadata)



6th (=) No change in 2023

KANTAR

## Kantar

Kantar is a global insight, information and consultancy company that serves the needs of consumer brands through its media, brand, and consumer audience measurement and tracking services.

## Top C Level People:

Chief Executive Officer:  
**Chris Jansen**

Group Chief Financial Officer:  
**Michael Uzielli**

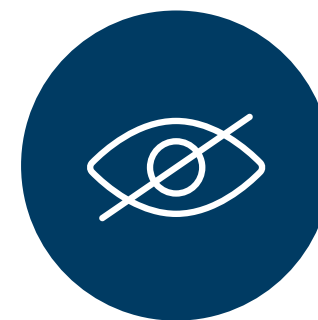
Chief Operations Officer:  
**James Brooks**

Chief Product Officer:  
**Ted Prince Jr**

ESOMAR<sup>24</sup>  
Corporate

48th  
Fastest Growing

25,000\*  
2023 Total Insights  
Employees



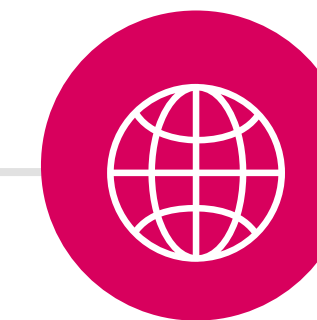
Private



London,  
England, UK



1993



kantar.com



linkedin.com/  
company/kantar



Established Market  
Research  
also Sample Panel  
Providers and Self-  
serve Research  
Platforms

## Key Stats

2023 Turnover USD (M) ^^<sup>(Total)</sup> **2,980**

Growth (2022-2023) (%) **-2.7**

Global Market Share (%) **2.1**

^^Total = Total company turnover;

\* Number of employees from official financial statement/website

## Latest News

Kantar AI Lab exits 'stealth mode' with new AI assistant & product roadmap

Kantar and QuestionPro Revolutionize Customer Experience Insights

Kantar partners with Realeyes to tackle billion-dollar survey fraud problem

## Flagship Products / Coverage Areas

Kantar Worldpanel  
TGI Audience Activation  
Data Solutions  
DIY Solutions  
Digital & Social  
Managed Services

Kantar Marketplace  
Panels & Audiences  
Cross-media Campaign  
Measurement  
Digital (Dx) Analytics

7th (=) *No change in 2023*



## Ipsos

Ipsos is a global market research company specializing in advertising, loyalty, marketing, media, and public affairs research.

## Top C Level People:

Chief Executive Officer:  
**Ben Page**

Chief Financial Officer:  
**Dan Lévy**

Chief Operations Officer:  
**Michel Guidi**

Chief Client Officer:  
**Eleni Nicholas**

**ESOMAR**<sup>24</sup>  
Corporate

**36th**  
Fastest Growing

**20,000\***  
2023 Total Insights  
Employees



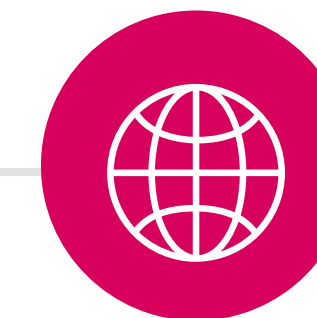
Public



Paris, France



1975



ipsos.com



linkedin.com/  
company/ipsos



Established Market  
Research  
also Digital Data  
Analytics

## Key Stats

2023 Turnover USD (M) ^^<sup>(Total)</sup> **2,585**

Growth (2022-2023) (%) **3.0**

Global Market Share (%) **1.9**

<sup>^^</sup>Total = Total company turnover;

\* Number of employees from official financial statement/website

## Latest News

Ipsos and I&O Research join forces as Ipsos I&O

ESG in life sciences as a hidden driver for brand success

Introducing Ipsos RISE: first-of-its-kind, AI-powered insights platform for modern brand, risk and reputation management

## Flagship Products / Coverage Areas

Ipsos UU Qualitative  
Ipsos MMA  
Ipsos.digital Platform  
Brand Health Tracking  
Mystery Shopping

Observer  
Doctors & Patients  
Public Affairs



8th (+1)



CoStar Group

CoStar is a provider of commercial real estate information, analytics and online marketplaces and conducts research through a suite of online services helping clients to analyze, interpret and gain insight on commercial property values, and market conditions.

Top C Level People:

Founder & Chief Executive Officer:  
**Andy Florance**

Chief Technology Officer:  
**Frank Simuro**

Senior Vice President, Global Operations:  
**Lisa Ruggles**

Chief Information Officer:  
**Jason Butler**

13th  
Fastest Growing

6,200\*  
2023 Total Insights Employees



Public



Washington DC,  
USA



1987



costargroup.  
com



linkedin.com/  
company/costar-  
group



Industry Reports &  
Research

Key Stats

2023 Turnover USD (M) ^^**(Total)** **2,455**

Growth (2022-2023) (%) **12.5**

Global Market Share (%) **1.8**

^^Total = Total company turnover;  
\* Number of employees from official financial statement/website

Latest News

CoStar Group successfully launches monetization of Homes.com in the first quarter 2024

CoStar Group to acquire Matterport, the global leader in immersive 3d digital twins and artificial intelligence for the real estate industry that makes properties intuitive and interactive online

CoStar Group completes acquisition of Onthemarket.com with overwhelming 97% shareholder support

Flagship Products / Coverage Areas

- STR
- Ten-X
- LoopNet
- CityFeet
- Apartments.com
- BizBuySell
- Land and Farm

9th (-1)



## Circana

Circana™ is an advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data and deep expertise, it provides clarity that helps clients take action and unlock business growth

## Top C Level People:

Chief Executive Officer:  
**Kirk Perry**

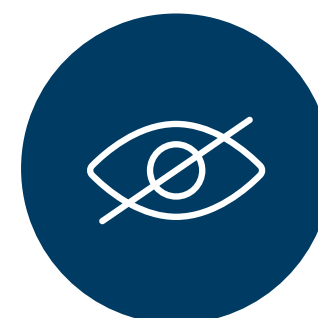
Chief Operations Officer:  
**Jeremy Allen**

Chief Financial and Growth Officer:  
**Anne Bramman**

Chief Marketing Officer:  
**Misty Muscatel Davis**

28th  
Fastest Growing

7,500\*\*  
2023 Total Insights  
Employees



Private



Chicago, Illinois,  
USA



2022



circana.com



linkedin.com/  
company/  
wearecircana



Established Market  
Research

## Key Stats

2023 Turnover USD (M) ^^ (Total) **2,344**

Growth (2022-2023) (%) **6.0**

Global Market Share (%) **1.7**

^^ Total = Total company turnover;  
\*\* Estimated number

## Latest News

Circana ProScores and Data Assets Now Available in Google Cloud

Circana Launches Liquid Data Engage, Propelling Retailers Into a New Era of Decision-Making

Circana Announces Enhancements to Global Commercial Organization

## Flagship Products / Coverage Areas

Passport+  
Prescriptive Analytics  
Market Performance and Strategy  
Best -in- class Data  
Consumer and Shopper Analytics and In-Marke

Execution  
MediaRetail  
Big Data Technology  
COVID-19 Solutions  
CPG Economic Indicators



10th (=) *No change in 2023*

S&P Global

## S&P Global

S&P Global's insights division provides information and analysis to support decision-makers in businesses and government across multiple industries.

## Top C Level People:

President & Chief Executive Officer:  
**Douglas L. Peterson**

Executive Vice President & Chief Information Officer:  
**Swamy Kocherlakota**

Executive Vice President & Global Head of Strategy, M&A, and Partnerships:  
**Sally Moore**

Executive Vice President & Chief Legal Officer:  
**Steve Kemp**s

11th  
Fastest Growing

5,343\*\*  
2023 Total Insights Employees



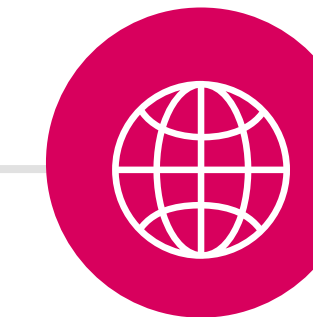
Public



London,  
England, UK



1959



spglobal.com



linkedin.com/  
company/spglobal



Industry Reports &  
Research  
also Digital Data  
Analytics

## Key Stats

2023 Turnover USD (M) ^(Partial) **2,226**

Growth (2022-2023) (%) **13.1**

Global Market Share (%) **1.6**

*^Partial = Only insights-related turnover  
\*\* Estimated number*

## Latest News

S&P Global Market Intelligence Foresees Rapid Expansion of Generative AI Software Market by 2028 to \$52.2 Billion

S&P Global Announces Successful Completion of Visible Alpha Acquisition

S&P Global Increases Dividend 1.1% to \$0.91

## Flagship Products / Coverage Areas

Country Risk  
Procurement, Sourcing, and Commodity Pricing  
PIM - Purchase Managers Index  
Scenarios and Modeling  
Global Consumer Markets Service  
PIERS  
Consumer Markets & Retail Custom Solutions



11th (+1)



3rd  
Fastest Growing

Public



Cambridge,  
Massachusetts, USA



hubspot.com



Digital Data Analytics  
also EFM



12th (-1)



14th  
Fastest Growing

Private



Chicago, Illinois, USA



nielseniq.com



Established Market Research  
also Digital Data Analytics



Key Stats

2023 Turnover USD (M) ^^ <sup>(Total)</sup>	2,170
Growth (2022-2023) (%)	25.4
Global Market Share (%)	1.6

Key Stats

2023 Turnover USD (M) ^^ <sup>(Total)</sup>	2,089
Growth (2022-2023) (%)	12.0
Global Market Share (%)	1.5

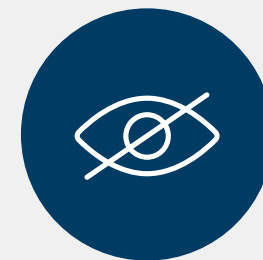
^^Total = Total company turnover

13th (+1)

Deloitte.

27th  
Fastest Growing

Private



New York, New York,  
USA



deloitte.com



Consulting Firms



14th (-1)

qualtrics<sup>XM</sup>

10th  
Fastest Growing

Private



Provo, Utah, USA



qualtrics.com



Self-serve Research Platforms



## Key Stats

2023 Turnover USD (M) ^(Partial)	1,753
Growth (2022-2023) (%)	6.5
Global Market Share (%)	1.3

## Key Stats

2023 Turnover USD (M) ^^Total	1,665
Growth (2022-2023) (%)	14.1
Global Market Share (%)	1.2

ESOMAR<sup>24</sup>  
Corporate

^Partial = Only insights-related turnover; ^^Total = Total company turnover

15th (=)

McKinsey  
& Company

21st  
Fastest Growing

Private



San Francisco,  
California, USA



mckinsey.com



Consulting Firms  
also EFM



16th (=)

>  
accenture

33rd  
Fastest Growing

Public



Dublin, Ireland



accenture.com



Consulting Firms  
also Industry Reports  
& Research and Digital  
Data Analytics



## Key Stats

2023 Turnover USD (M) ^(Partial)	1,350
Growth (2022-2023) (%)	8.0
Global Market Share (%)	1.0

## Key Stats

2023 Turnover USD (M) ^(Partial)	1,246
Growth (2022-2023) (%)	4.1
Global Market Share (%)	0.9

^Partial = Only insights-related turnover



17th (+1)



35th  
Fastest Growing

Private



Nuremberg, Germany



gfk.com



Established Market  
Research also EFM



18th (-1)

Booz  
Allen

42nd  
Fastest Growing

Public



Mclean, Virginia, USA



boozallen.com



Consulting Firms  
also Digital Data Analytics



## Key Stats

ESOMAR<sup>24</sup>  
Corporate

2023 Turnover USD (M) <sup>^^</sup> (Total)	1,150
Growth (2022-2023) (%)	3.4
Global Market Share (%)	0.8

## Key Stats

2023 Turnover USD (M) <sup>^</sup> (Partial)	1,111
Growth (2022-2023) (%)	0.6
Global Market Share (%)	0.8

<sup>^</sup>Partial = Only insights-related turnover; <sup>^^</sup>Total = Total company turnover

19th (=)

NICE®

18th  
Fastest Growing

Public



Ra'anana, Israel



nice.com



Digital Data Analytics



20th (=)

EY

26th  
Fastest Growing

Private



London, England, UK



ey.com



Consulting Firms



## Key Stats

2023 Turnover USD (M) ^(Partial) 1,094

Growth (2022-2023) (%) 9.0

Global Market Share (%) 0.8

## Key Stats

2023 Turnover USD (M) ^(Partial) 1,029

Growth (2022-2023) (%) 6.5

Global Market Share (%) 0.7

^Partial = Only insights-related turnover

21st (+3)

INTUIT

25th  
Fastest Growing

Public



Atlanta, Georgia, USA



intuit.com



Digital Data Analytics  
also Established Market  
Research



22nd (-1)

CISION

43rd  
Fastest Growing

Private



Chicago, Illinois, USA



cision.com



Social Listening &  
Communities



## Key Stats

2023 Turnover USD (M) ^(Partial)	1,020
Growth (2022-2023) (%)	7.0
Global Market Share (%)	0.7

## Key Stats

2023 Turnover USD (M) ^^Total	912
Growth (2022-2023) (%)	0.2
Global Market Share (%)	0.7

^Partial = Only insights-related turnover; ^^Total = Total company turnover



23rd (+4)



4th  
Fastest Growing

Public



Montreal, Quebec,  
Canada



lightspeedhq.com



Digital Data Analytics



24th (-2)



31st  
Fastest Growing

Private



Boston,  
Massachusetts, USA



bcg.com



Consulting Firms



Key Stats

2023 Turnover USD (M) ^^Total	909
Growth (2022-2023) (%)	24.6
Global Market Share (%)	0.7

Key Stats

2023 Turnover USD (M) ^(Partial)	812
Growth (2022-2023) (%)	5.1
Global Market Share (%)	0.6

^Partial = Only insights-related turnover; ^^Total = Total company turnover

25th (+1)



20th  
Fastest Growing

Private



Amstelveen, The Netherlands



kpmg.com



Consulting Firms



Key Stats

2023 Turnover USD (M) ^(Partial)	795
Growth (2022-2023) (%)	8.2
Global Market Share (%)	0.6

^Partial = Only insights-related turnover

# Top 26-50 Companies 2023

Official Rank	Company Name	2023 Turnover (US\$ m) *	Growth 2022/23	Global Market Share	Fastest Growing	Main Segments Active in
26 (-3)	IDC (owned by IDG)	790 (Total)	2.3%	0.6%	37th	Industry Reports & Research also Self-serve Research Platforms
27 (-2)	PwC	784 (Partial)	5.1%	0.6%	30th	Consulting Firms
28 (=)	Oracle Corporation	734 (Partial)	6.0%	0.5%	29th	Digital Data Analytics also EFM
29 (+3)	Sprinklr	732 (Total)	18.5%	0.5%	6th	Social Listening & Communities
30 (+4)	Zeta Global	729 (Total)	23.3%	0.5%	5th	Digital Data Analytics also Consulting Firms
31 (=)	Medallia	700 (Total)	11.1%	0.5%	15th	EFM also Self-serve Research Platforms
32 (New)	Klaviyo	697 (Total)	47.5%	0.5%	1st	Digital Data Analytics
33 (-3)	Sitecore	688 (Total)	8.0%	0.5%	22nd	Digital Data Analytics
34 (-5)	Dynata	678 (Total)	-0.3%	0.5%	44th	Sample Panel Providers also Social Listening and Communities and Established Market Research
35 (+6)	J. D. Power	670 (Total)	37.4%	0.5%	2nd	Industry Reports & Research also Self-serve Research Platforms
36 (-1)	GLG^	665 (Total)	2.3%	0.5%	38th	Established Market Research also Self-serve Research Platforms
37 (-4)	LiveRamp	660 (Total)	10.2%	0.5%	17th	Digital Data Analytics also Industry Reports & Research and Established Market Research
38 (-2)	Bain & Co.	564 (Partial)	2.2%	0.4%	39th	Consulting Firms
39 (+5)	Ascential	517 (Partial)	12.9%	0.4%	12th	Industry Reports & Research
40 (-3)	Forrester	481 (Total)	-10.6%	0.3%	50th	Industry Reports & Research also Consulting Firms and Established Market Research

<sup>^</sup>ESOMAR Corporate member

<sup>\*</sup>Total = Total company turnover; Partial = Only insights-related turnover



Official Rank	Company Name	2023 Turnover (US\$ m)*	Growth 2022/23	Global Market Share	Fastest Growing	Main Segments Active in
41 (+1)	SurveyMonkey	475 (Total)	-1.2%	0.3%	45th	Self-serve Research Platforms also Sample Panel Providers and EFM
42 (-2)	Alphasights	466 (Total)	7.1%	0.3%	24th	Established Market Research also Digital Data Analytics
43 (+2)	Verint Systems	455 (Partial)	4.1%	0.3%	32nd	EFM
44 (+2)	Meltwater Group	448 (Total)	2.0%	0.3%	40th	Social Listening & Communities also Digital Data Analytics
45 (-2)	INTAGE^	442 (Total)	-5.8%	0.3%	49th	Established Market Research
46 (New)	Abt Associates	434 (Total)	18.4%	0.3%	7th	Established Market Research
47 (New)	Yext	404 (Total)	0.9%	0.3%	41st	Digital Data Analytics
48 (-10)	Wood Mackenzie	382 (Total)	17.9%	0.3%	9th	Industry Reports & Research
49 (+1)	Comscore	370 (Total)	-1.6%	0.3%	47th	Established Market Research also Digital Data Analytics and Social Listening and Communities
50 (-2)	AIR	370 (Total)	18.1%	0.3%	8th	Established Market Research also Digital Data Analytics

*^ESOMAR Corporate member*

*\*Total = Total company turnover; Partial = Only insights-related turnover*

## 4. Largest market research companies per country

This data was reported by each of the world's countries<sup>1</sup> and shows the largest players, in alphabetical order, for each country.

	<b>Armenia</b> Breavis IMR MPG		<b>Colombia</b> Kantar Ibope Media Kantar Millward Brown NielsenIQ		<b>Germany</b> GfK Ipsos Kantar		<b>Iraq</b> IIACSS Ipsos JFK
	<b>Bangladesh</b> Kantar Luminaries Research Nielsen		<b>Croatia</b> AC Nielsen AGB Nielsen Ipsos		<b>Ghana</b> Consult Consumer Insights Ipsos		<b>Ireland</b> Behaviour & Attitudes Ltd Neilson RED C Research & Marketing Ltd
	<b>Belgium</b> GfK Human8 Ipsos		<b>Czech Republic</b> Ipsos Kantar NielsenIQ		<b>Greece</b> IRI Kantar Nielsen Consumer		<b>Israel</b> Geocartography Ipsos Kantar
	<b>Bolivia</b> Captura Consulting Ipsos CIESMORI Kantar		<b>Congo, Dem. Rep.</b> Ipsos Kantar Target		<b>Guyana</b> Project Development Consultancy The Consultancy Group		<b>Italy</b> GfK Ipsos IQVIA
	<b>Bulgaria</b> GfK Ipsos Nielsen		<b>Finland</b> Finnpanel Kantar TNS Taloustutkimus		<b>Hong Kong</b> Ipsos Kantar Nielsen		<b>Jamaica</b> Blue Dot Hope Caribbean Market Strategy Limited
	<b>Chile</b> GfK Ipsos KANTAR		<b>France</b> Ipsos France Kantar SAS Mediametrie		<b>Indonesia</b> Ipsos Kantar NielsenIQ		
	<b>China</b> CTR Ipsos Nielsen		<b>Georgia</b> ACT IPM Market Intelligence Caucasus		<b>Iran</b> Aghah (IRC) Bazaar Negar Rahbar Bazaar		

<sup>1</sup> Information related to the largest companies in 2022; data for 2023 will be published in due time. Not all countries disclosed this information. Data for Lebanon and South Pacific corresponds to 2021, Bolivia, Ghana, Hong Kong, Ireland, Israel, the Netherlands, Norway, Philippines and Zimbabwe to 2020.



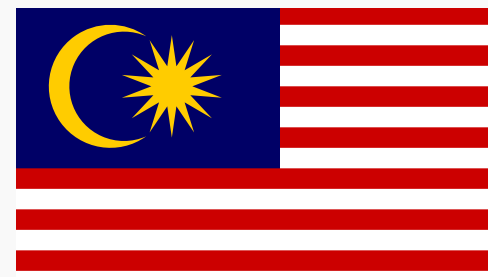
**Japan**  
Cross Marketing  
INTAGE  
Macromill



**Kazakhstan**  
ACNielsen Kazakhstan  
Ipsos  
Kantar



**Lebanon**  
Ipsos  
Statistics Lebanon



**Malaysia**  
Ipsos  
Kantar  
Nielsen



**Mexico**  
Ipsos  
Nielsen  
NielsenIQ



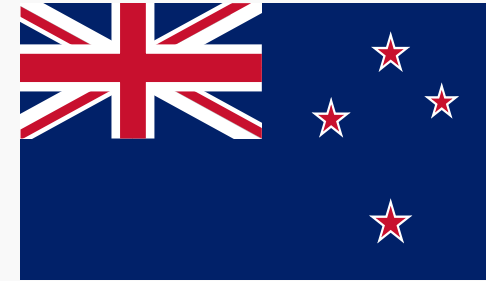
**Mongolia**  
IRIM  
MMCG  
VMLY&R Mongolia



**Myanmar**  
Myanmar Survey Research  
Nielsen



**Netherlands**  
GfK Netherlands  
Ipsos  
Kantar Netherlands



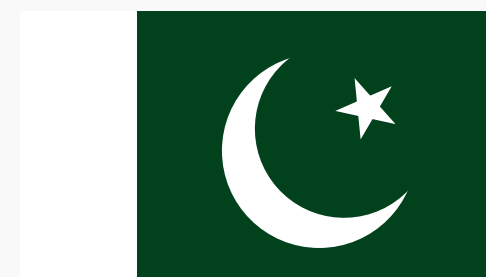
**New Zealand**  
Kantar Insights  
Nielsen Insights  
TRA



**Nigeria**  
Ipsos  
Kantar  
Nielsen



**Norway**  
Kantar  
Norstat  
Opinion



**Pakistan**  
Ipsos  
NielsenIQ  
Oula (formerly Kantar)



**Peru**  
Ipsos  
Kantar Ibope Media  
Nielsen



**Philippines**  
Kantar  
Nielsen  
PSRC



**Poland**  
GfK  
Kantar  
Nielsen



**Portugal**  
IQVIA  
Marktest  
NielsenIQ



**Romania**  
Ipsos  
Kantar  
Nielsen



**Russia**  
Ipsos  
Mediascope  
Nielsen



**Singapore**  
Ipsos  
Kantar  
Nielsen



**Slovenia**  
AGB Nielsen  
Mediana  
Nielsen



**South Korea**  
HRC  
Ipsos  
Kantar



**South Pacific**  
Tebbutt Research



**Spain**  
GfK  
Ipsos  
Kantar



**Sri Lanka**  
Kantar  
Nielsen  
PepperCube



**Taiwan**  
Ipsos  
Kantar  
Nielsen



**Thailand**  
Nielsen



**Tunisia**  
EMRHOD International  
One To One  
Sigma Conseil



**United Kingdom**  
Gartner  
Ipsos  
Kantar



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Nielsen



**USA**  
Circana  
IQVIA  
Nielsen



**Vietnam**  
Ipsos  
Kantar  
Nielsen



**Zimbabwe**  
Research International  
Buerea  
Select Research  
Top Line Research



## 5. Methodology, glossary and acknowledgements

### 5.1. Methodology

Data for this exercise was provided by Outsell, an analytics company and a long-time ESOMAR provider, through a joint partnership with the Insights Association and Michigan State University. This data supplements the information provided by over a hundred countries and identifies the amount of “undeclared” turnover of the industry that may otherwise remain hidden at regional and global levels.

This data, furthermore, is categorised by each of the three current branches within the industry:

- Market research corresponding primarily to full-service market research agencies and sample panel providers,
- Research software firms corresponding primarily to subscription models like DaaS and SaaS, digital data analysis, social listening and communities, self-serve research platforms and enterprise feedback management; and
- Reporting activity composed by consultancy firms and companies dedicated to industry reports and research.

Please refer to the glossary for definitions of these terms.

Outsell bases the information in this report on their own comprehensive and rigorous methodology. This methodology provides financial estimates for the overall market and specific companies in the ecosystem. Outsell’s methodology starts with its ever-growing database of over 10,000 global data and information companies assigned to all appropriate segments in which they operate.

Outsell uses all publicly available information and its own insights and research with the companies themselves to size each player in the space. They size public companies based primarily on their reported results, while they also apply analysis to segments and align their revenues according to Outsell’s industry segmentation. They size private companies using the best available information on each company, augmented by their own primary research.

Outsell does not include external pass-through revenue, where reported in public companies’ financial statements. Pass-through revenue is often work that comes from an external supplier or partner and is transferred “at cost” to the client, meaning there is no markup or margin made off the work. Outsell finds pass-through revenue called out frequently by agency holding companies with research companies in their portfolio and by ad-tech companies who pass revenue through their operations from media buying efforts done by agencies on behalf of their clients.

Outsell converts all stated and estimated revenue figures across different currencies into US dollars to facilitate comparisons over time and between companies. To make these calculations, Outsell uses the 365-day historical average of published FOREX rates as compared to the US dollar. This methodology is consistently applied to ensure an accurate comparison of US dollar results.

As an example, in 2022, fluctuation in currency rates relative to the US dollar showed some impact on the conversion of reported results. Such was the case for the euro, which had an FX effect in 2022 of -11%; this means that a company’s revenue if reported in euros that had zero local growth would show an 11%

decrease when its revenues are displayed in US dollars. A similar case can be expected for 2023.

Some companies may have revised turnovers for 2022 in light of improved information. In these cases, the most recent data is used to recalculate the 2022 ranking and compare it to 2023. While, on the surface, this may create a conflict when looking at the 2022 ranking in the 2023 edition of the **Global Market Research** report, in reality, it is a fairer approach as it rids the ranking of unrealistic and undesirable effects (jumps in ranking, excessive growth, etc.).

Data for the largest companies per country is provided by national market research associations, leading companies, independent analysts, and ESOMAR representatives worldwide.

Additional data for the Top 10 largest firms was compiled on a best-effort basis, and when data was unavailable or scarce, appropriate notes were added to the text.

## 5.2. Glossary

**Primary research:** ‘New’ or ‘original’ research that collects data from source in order to answer a question or gain a better understanding of a specific issue.

**Secondary research:** Compilation and analysis of previously collected or published information, which can be used to answer a question or gain a better understanding of a specific issue.

**Data gathering/processing:** The process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. Data collection is a component of research in all fields of study including physical and social sciences, humanities, and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that allows analysis in order to formulate convincing and credible answers to the questions that have been posed.

**Active methods of research:** Ways to gather data that require a ‘real-time’, one-to-one personal interaction between researcher and respondent.

**Passive methods of research:** A less intrusive, less conscious recording of behaviour, and information generation, for the researcher to use to generate insights.



**Market research sector:** Project-based research agencies and sample panel providers. Agencies are full-service established market research providers (market, opinion, and social research, including data analytics applied for research purposes). Fieldwork providers include sample panel providers, and data providers. Examples of established market research firms include IQVIA, Kantar, and Ipsos. Examples of sample panel providers include Dynata, Prodege and CINT AB.

**Research software sector:** Data-as-a-Service (DaaS), Software-as-a-Service (SaaS), data analytics solutions (web analytics firms, social listening and communities platforms, CRM...), self-serve research platforms (formerly known as DIY services) and enterprise feedback management (EFM). Examples of digital data analytics include Salesforce, Adobe, and NICE Systems. Examples of social listening and communities include Cision AB, Sprinklr, and Meltwater Group. Examples of self-serve research platforms include Qualtrics, SurveyMonkey, and UserTesting. Examples of enterprise feedback management include Medallia, Verint Systems, and InMoment.

**Reporting:** Includes consultancy and industry reports firms. Examples of consulting firm research companies include Deloitte, McKinsey & Co., and Booz Allen Hamilton. Examples of industry reports companies include Gartner, CoStar, and IHS Markit.

**Quantitative research methods:** Objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. It includes methods such as face-to-face, telephone (CATI), online/mobile quantitative research, online panels, audience measurement, social media and communities, online/web analytics, retail audits, consumer household panels, location-based services, passive metering, and log-file processing.

**Qualitative research methods:** Research with an emphasis on the socially constructed nature of reality, the intimate relationship between the researcher and what is studied, and the situational constraints that shape inquiry. Such researchers emphasize the value-laden nature of inquiry. They seek answers to questions that stress how social experience is created and given meaning. It includes methods such as focus groups, in-depth face-to-face interviews, online/mobile qualitative research, traditional ethnography, and online research communities.





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