

THE 4 BIGGEST

EMERGING TRENDS IN

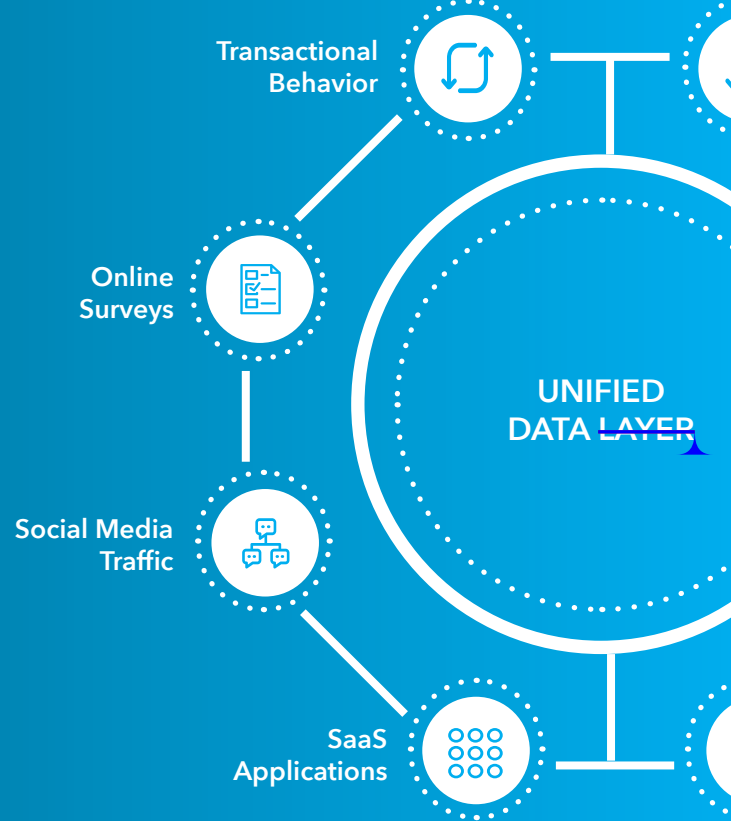
MARKET RESEARCH

The market research industry is constantly evolving, leading to new trends that can improve your research methods. These new trends can enhance consumer data, provide deeper insights into your customer journey, and overall improve your customer experience

DATA INTEGRATIONS

Smart data integrations will have an impact on the insights industry.

Multiple data streams are increasingly being used to develop more holistic customer insights. However, until recently, this "integration" has been virtual – the data has not been truly unified, but rather looked at side-by-side. Enterprise architects and market researchers alike must face strategic data integration head-on as diverse data sources are increasingly become more prolific.



^ **Sleek and smart dashboards will provide prescriptive analytics**



< **Voice-controlled smart speakers will be used as interview devices**

AUTOMATION

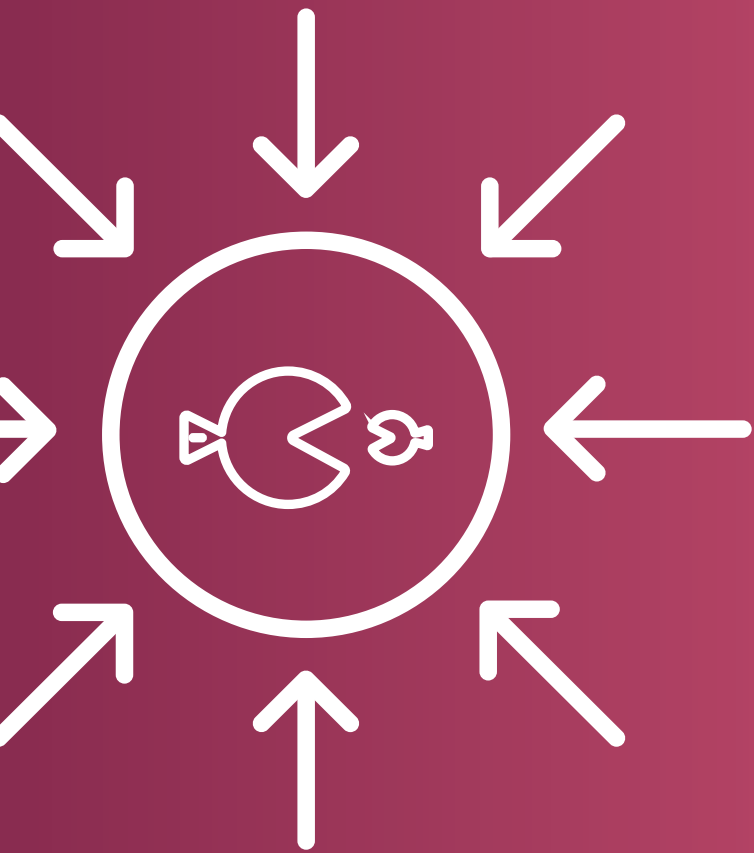
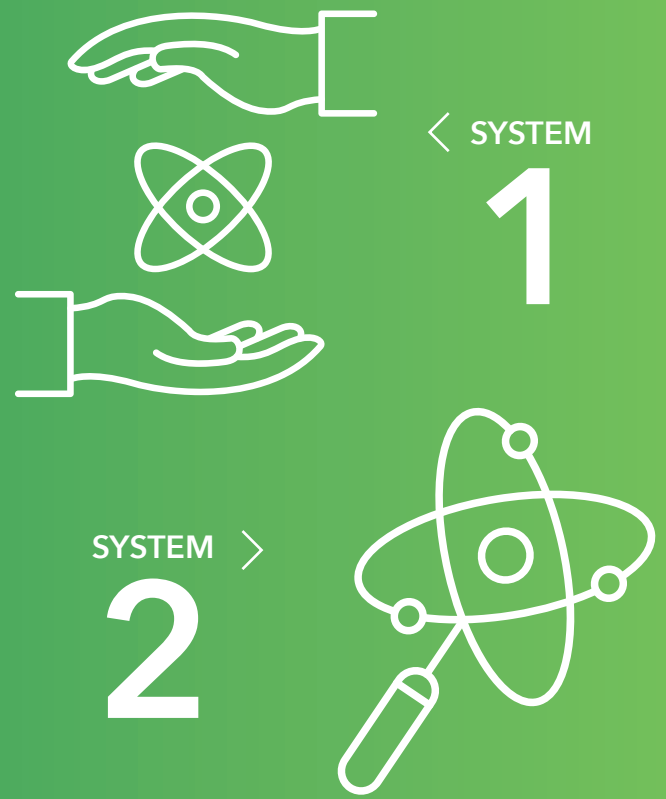
It's no longer just about automating manual work in your organization.

Up until now, automation has been an efficiency play. The future however, is much more strategic. Analysis, personalization, and customer engagement all depend on intelligent automation that can make decisions based on dynamic information. The future lies in intelligent automation with dashboards that are to-the-point and agile enough to cull through large concept tests.

IMPLICIT MEASURES

Progressive insights solutions are developing & refining implicit testing methods.

Humans operate under two modes of thinking: decisions that are automatic and typically unconsciously made (System 1), and decisions that are more explicitly considered but often include unconscious decision-making elements (System 2). Implicit testing attempts to capture responses that involve System 1 decisions and areas where people are unwilling to admit certain behaviors.



CONSOLIDATION & ACQUISITION

With new players in the MR space, expect a continued push for strategic acquisitions.

Acquisitions in the market research space have historically been about scale—especially, geographic footprint. While that will continue, acquisitions, now and in the future, will be more about acquiring technology, data integration & analytics, and talent that truly understands the entire data/analytics ecosystem.