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From Numbers to Narratives

Making Research Matter

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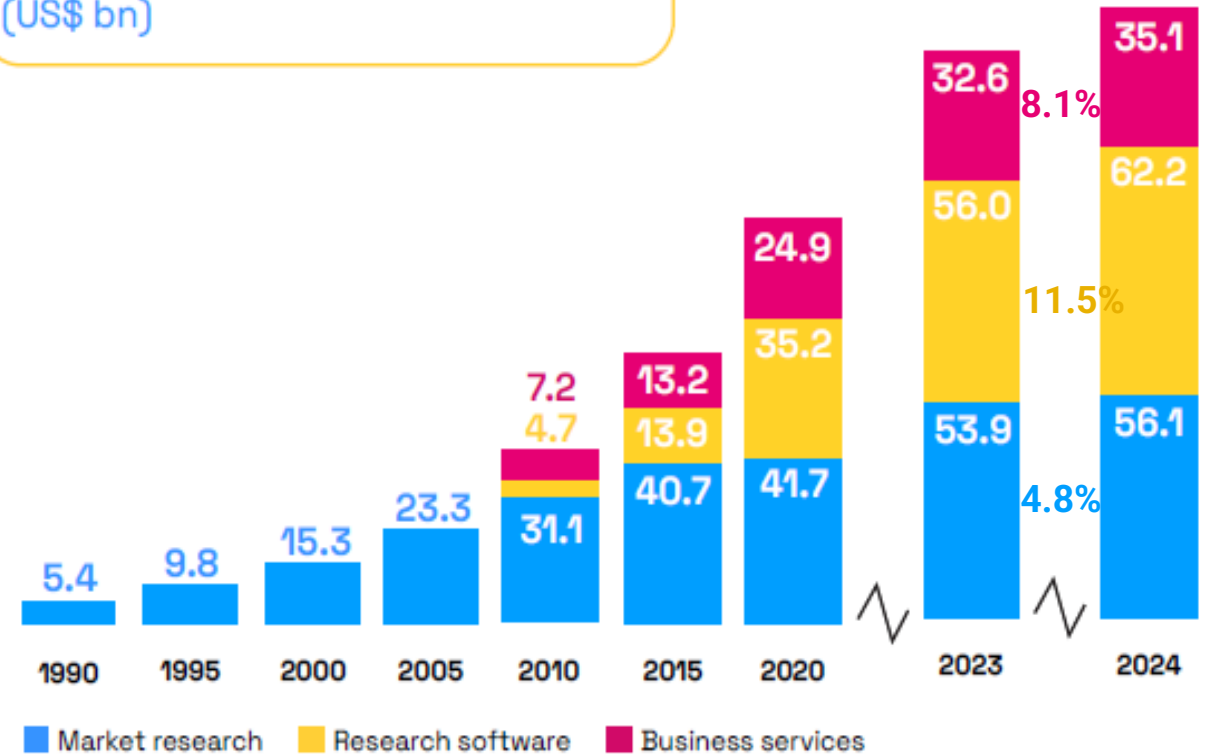


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Industry size



Size of the global insights industry
(US\$ bn)



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Tech development



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Global Market
Research
2025



Insights Industry

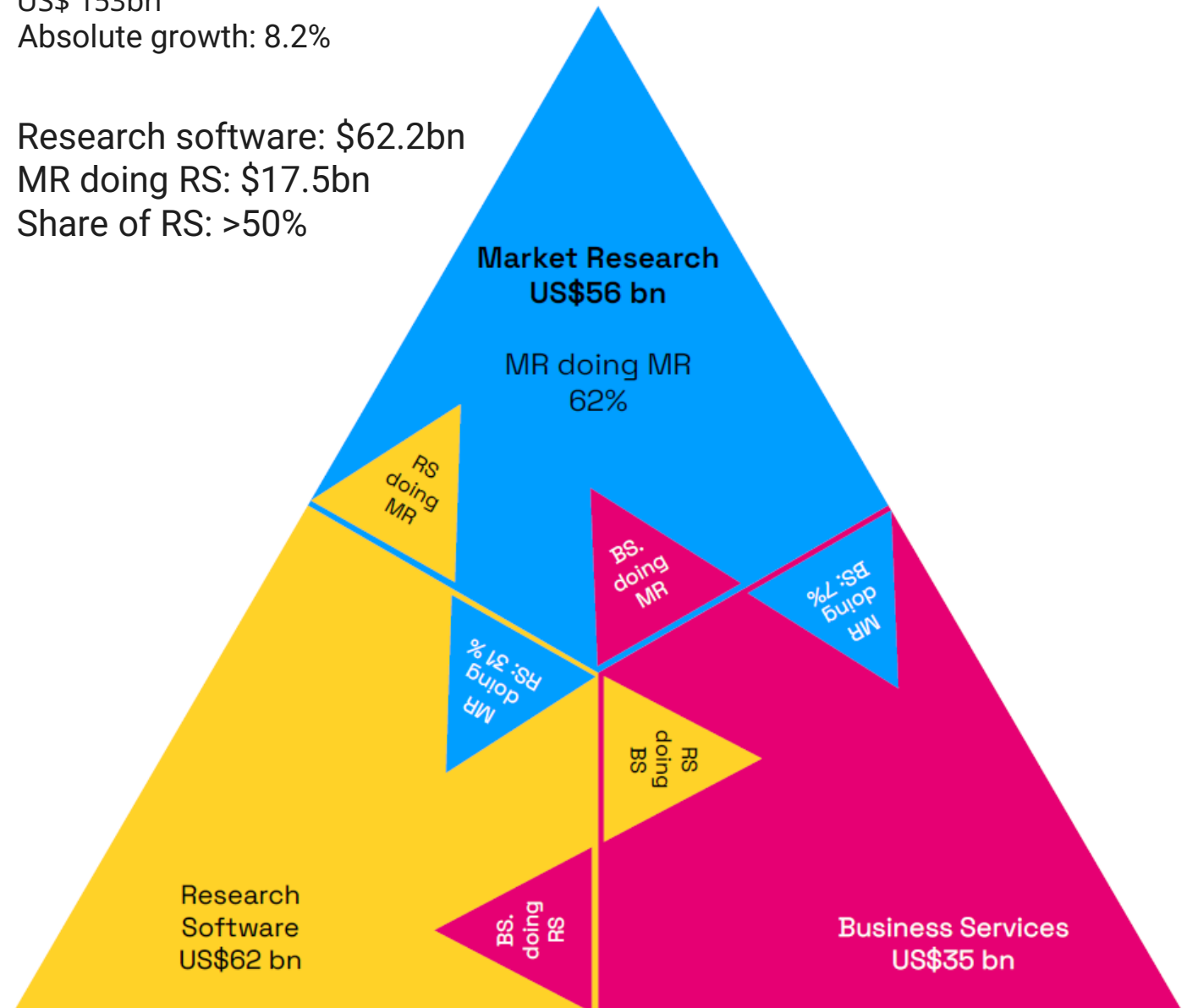
US\$ 153bn

Absolute growth: 8.2%

Research software: \$62.2bn

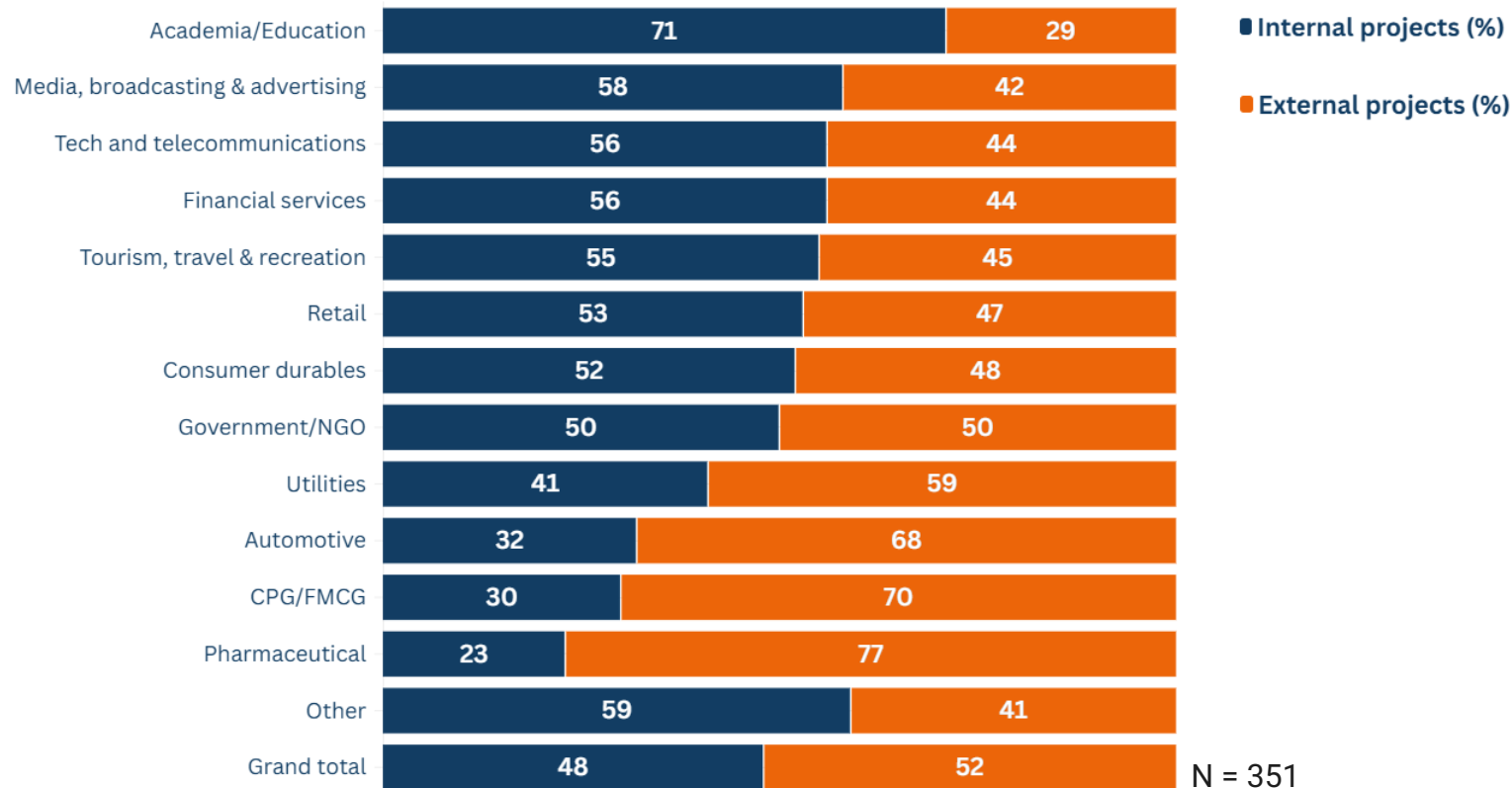
MR doing RS: \$17.5bn

Share of RS: >50%



Esomar Global Users & Buyers of Insights 2025

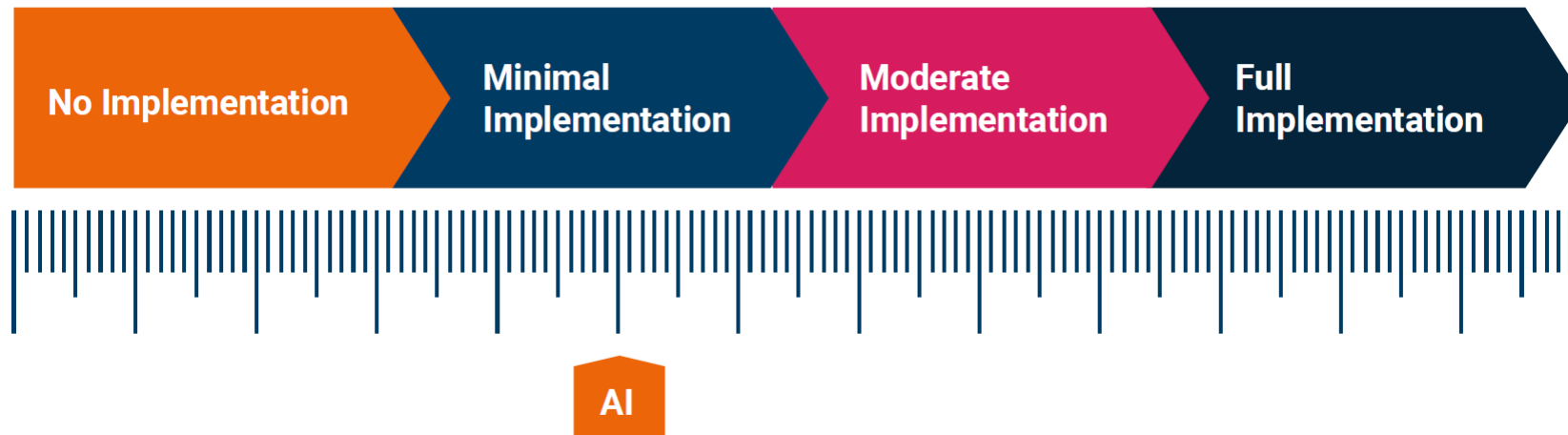
Share of internal/external research projects



...all of them demanding AI?

Esomar Global Users & Buyers of Insights 2025

Barometer of AI implementation

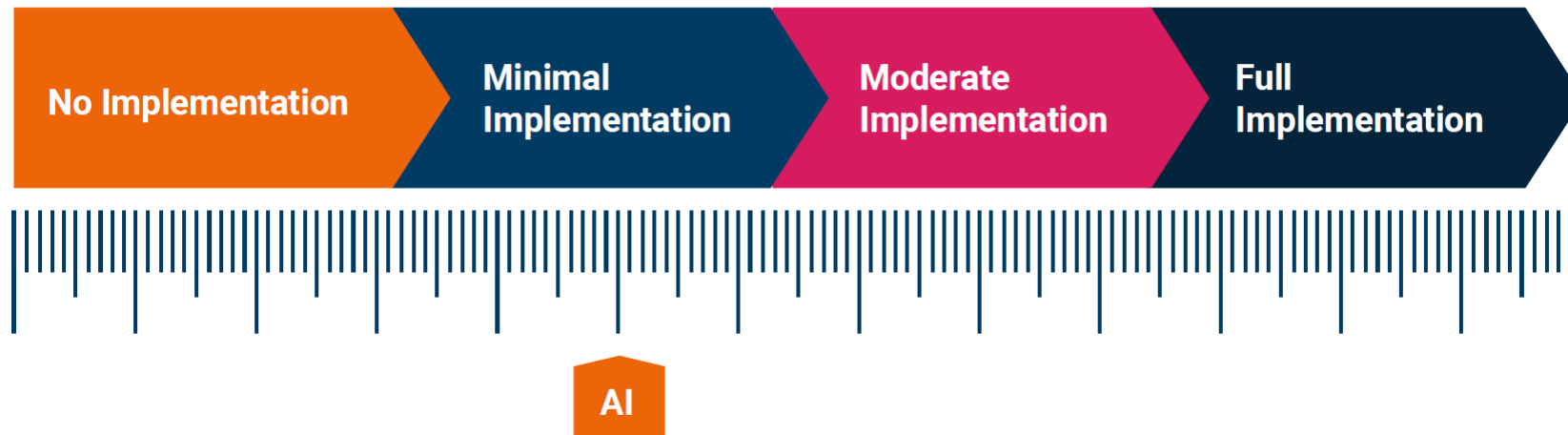


N = 255



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Barometer of AI implementation



Main medium-term challenge for insights teams:

AI adoption and implementation, 21%

N = 487

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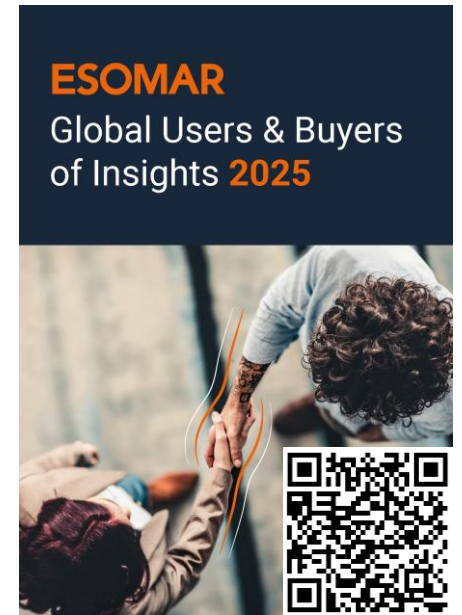
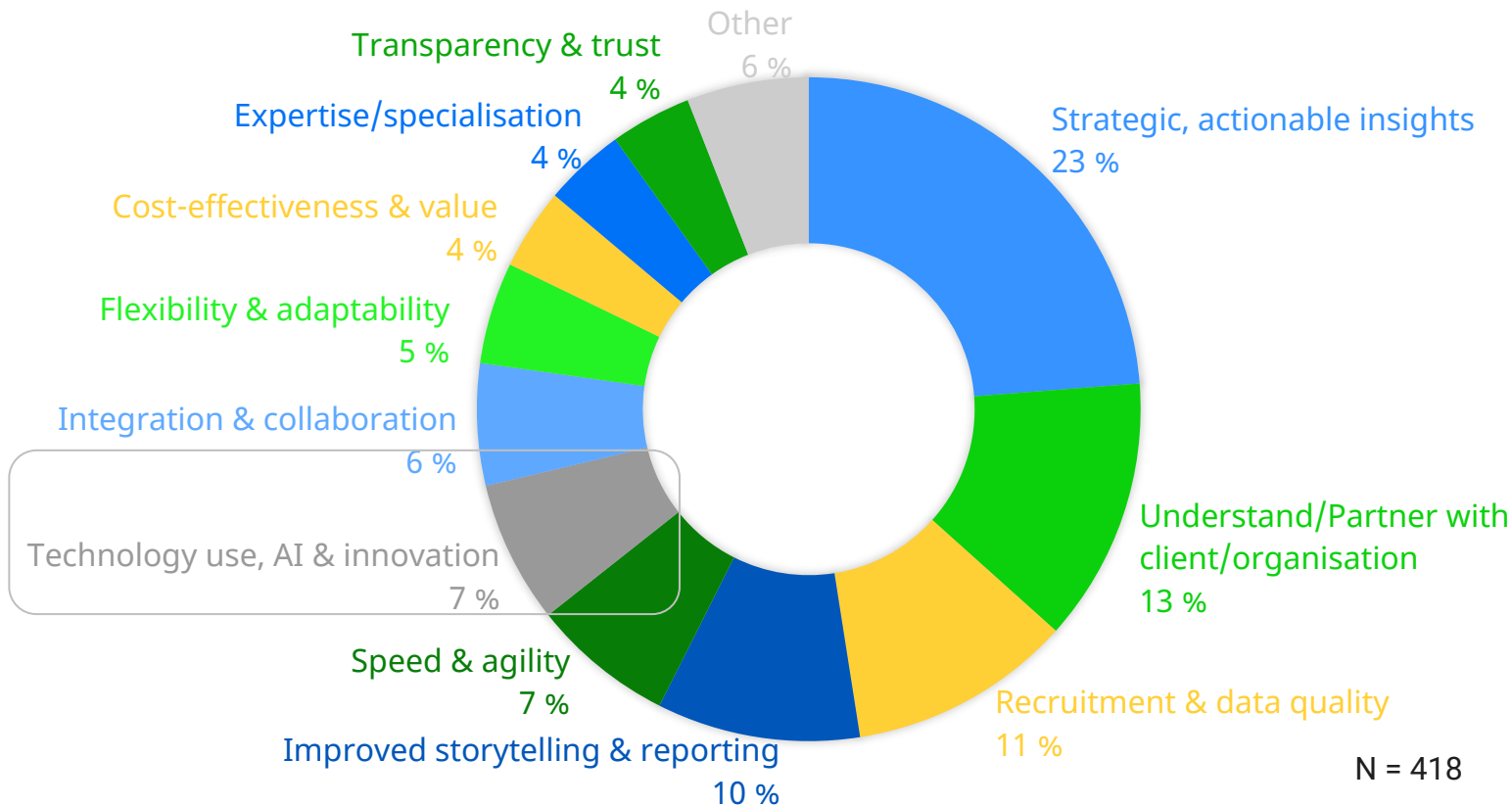
Global Users & Buyers
of Insights **2025**



Original question: How is your organisation utilising AI at the moment?
Original question: What do you think will be the main challenges you expect to be facing over the next 2-5 years?

Esomar Global Users & Buyers of Insights 2025

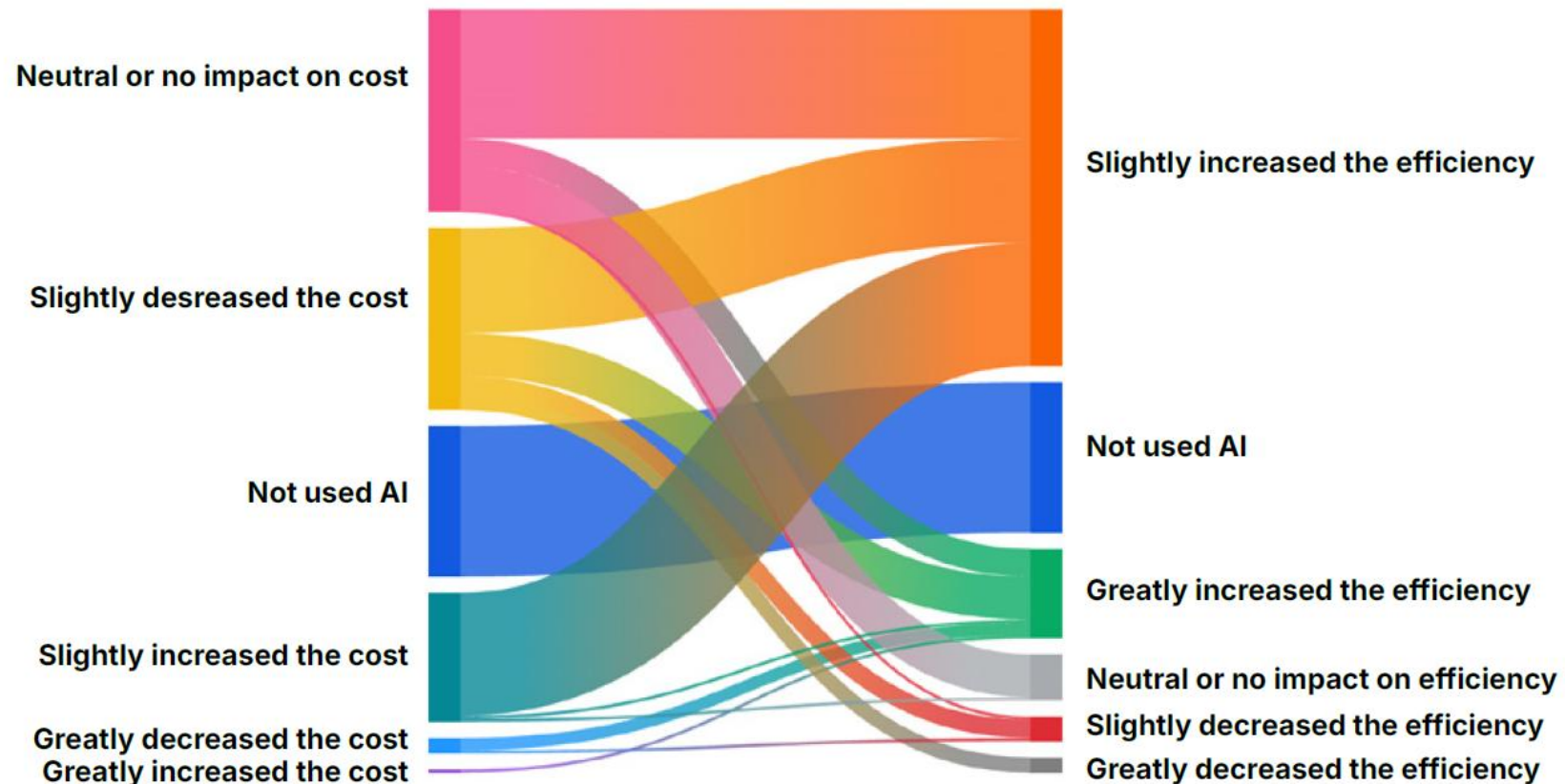
What providers could do more of (%)



Original question: If you had no constraints, what is the one thing you wish research suppliers would do?

Esomar Global Prices Study 2025

Impact of AI on cost and efficiency of a research project



20 Questions to Help Buyers of AI-based Services

Bringing certainty in AI implementation

A. Company Profile

B. Is the AI Capability/Service explainable and Fit for Purpose

C. Is the AI Capability/Service Trustworthy, Ethical and Transparent

D. How do you provide Human Oversight of your AI systems?

E. What are the Data Governance protocols?



5 Topics for Discussion with Suppliers when Buying Augmented Synthetic Data

Bringing certainty in AI implementation

1. Role of Augmented Synthetic Data

2. What sorts of data is your system capable of working with?

3. What method does your system use to synthesise data?

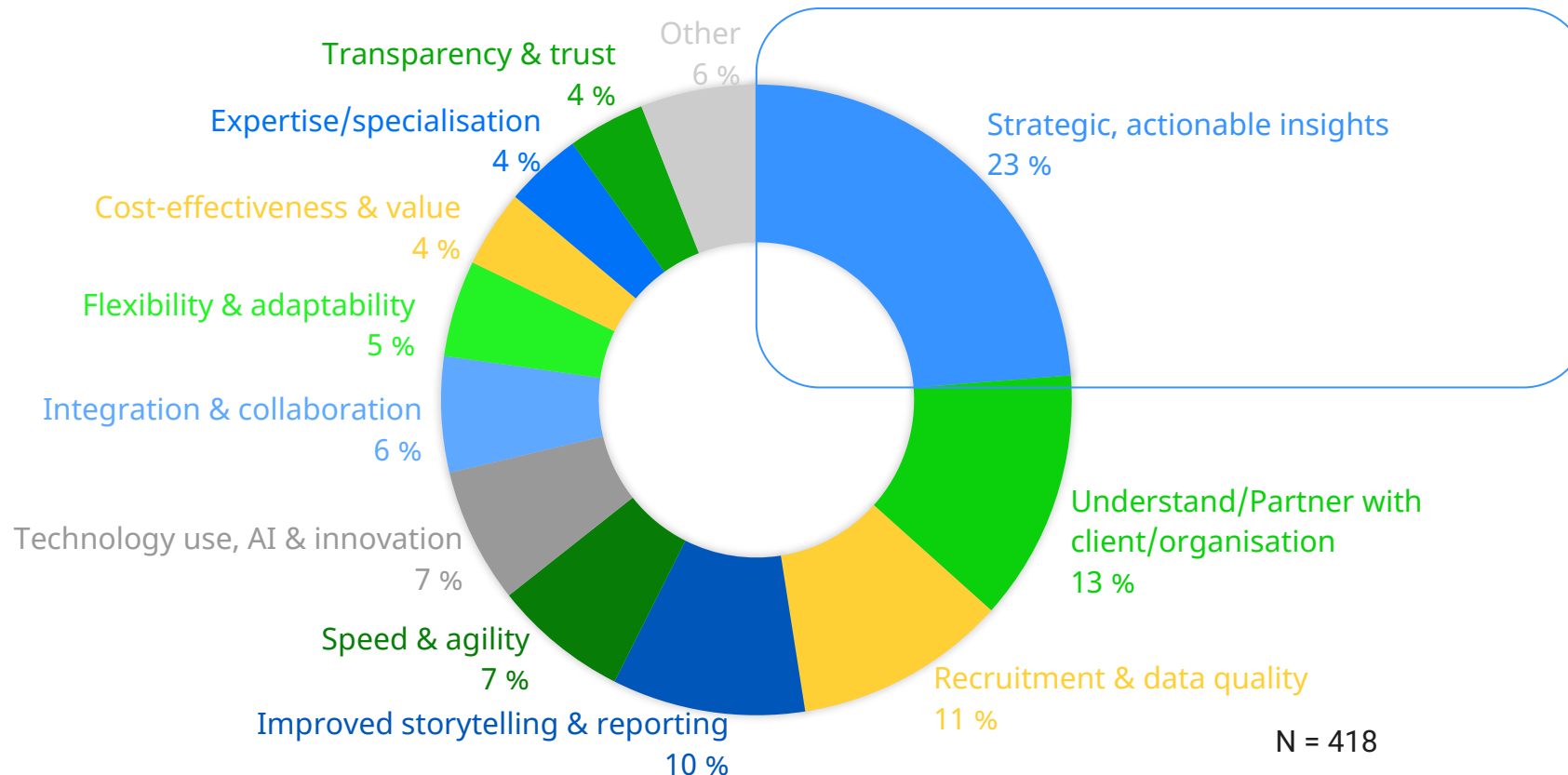
4. How can your system be evaluated?

5. Use of Additional Information



Esomar Global Users & Buyers of Insights 2025

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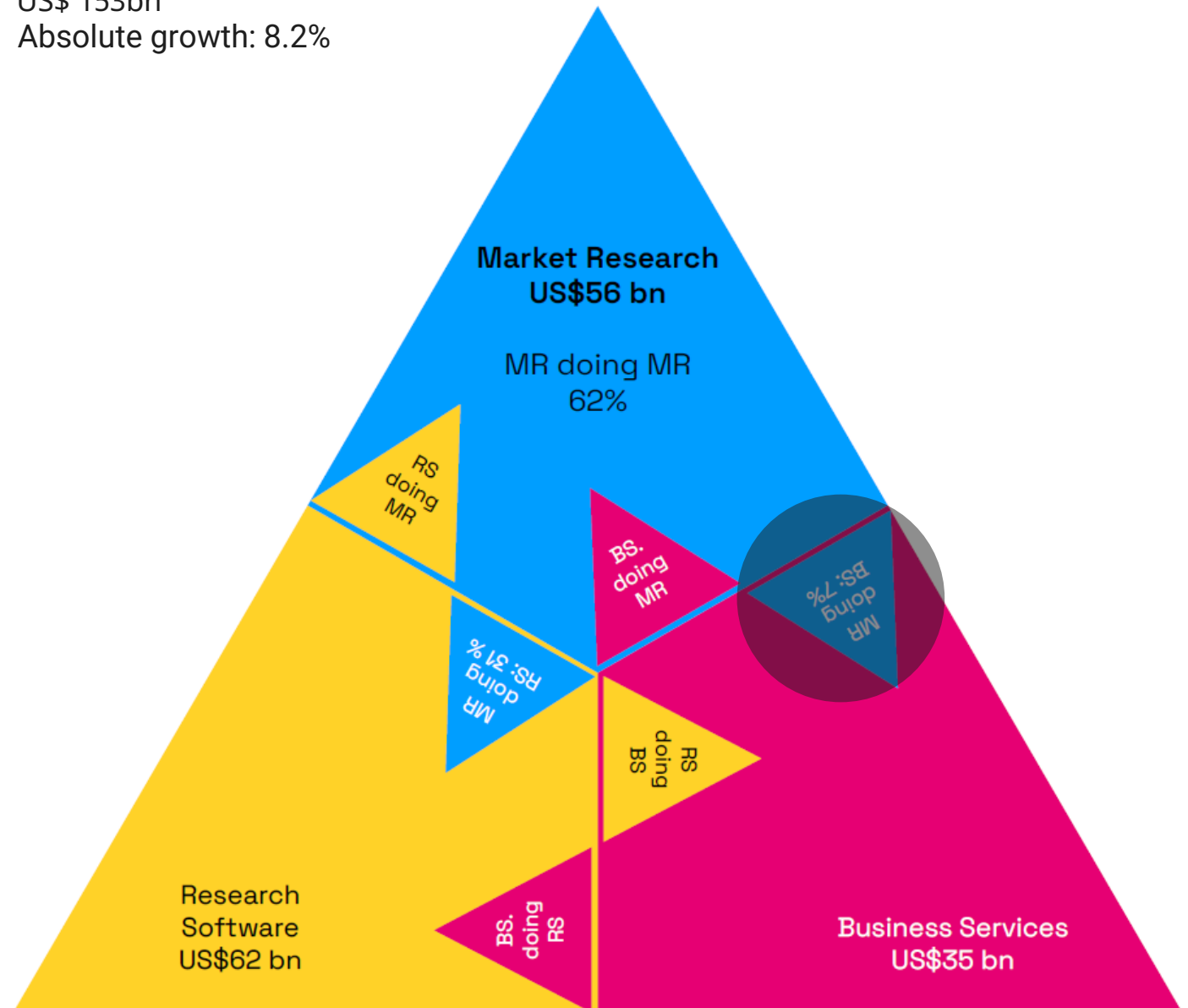
Tech development



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Global Market
Research
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Insights Industry
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Absolute growth: 8.2%



Answering to the client's request

Partnering with clients to understand them
Providing recurrent services to build trust
Having specific industry knowledge to be relevant
Going from mass product to bespoke services

...

These things happen over time



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