Kentley Insights

2026 Global Market Size & Growth Report

Marketing Research Services

October 2026

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Marketing Research Services

Kentley Insights

GLOBAL MARKET SIZE & GROWTH REPORT

The global Marketing Research Services market is forecast at $89.6 billion in 2026, up 4.1% from 2025, and projected to reach $105.1 billion by 2030, a 4.1% CAGR. The largest markets are the United States, China, and India. Asia & Oceania is the fastest-growing region at 5.3% a year. The report covers market size, growth, and share for 4 regions, 22 subregions, and 195 countries from 2014 to 2030, in millions of US dollars. Also referred to as market research, consumer research, survey research, and customer insights.

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Aruba
Curaçao
St Lucia
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Slovakia
Belarus
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Sudan
Tunisia
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Chad
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Sao Tome and Principe

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Senegal
Mali
Burkina Faso
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Guinea
Benin
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Togo
Sierra Leone
Liberia
Cape Verde
Gambia, The
Guinea-Bissau

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Iran
United Arab Emirates
Israel
Iraq
Qatar
Kuwait
Oman
Lebanon
Jordan
Bahrain
Yemen
Syria
Palestine

EASTERN AFRICA (p. 34)
Kenya
Ethiopia
Tanzania
Uganda
Zambia
Zimbabwe
Mozambique
Mauritius
Madagascar
Rwanda
Malawi
Eritrea
Burundi
Djibouti
Seychelles
Somalia

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GLOBAL MARKET SIZE & GROWTH REPORT

REPORT METHODOLOGY

The methodology in developing country, regional and global revenue figures utilizes in-depth survey results on companies in the marketing research services industry combined with additional country-specific metadata. Forecasts are based on proprietary econometric models accounting for industry, product, regional, and macro trends and dynamics. Data sources include the Census Bureau, Bureau of Economic Analysis, United Nations, and World Bank. For the report data in Excel visit us at www.kentleyInsights.com/data

KEY PRODUCT LINE SALES CHANNELS

Some of the key sales channels for marketing research services include:
- Marketing research and public opinion polling
- Professional, scientific, and technical services
- Advertising agencies

PRODUCT LINE DEFINITION

Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services. Services include defining the information needed, identifying secondary sources or designing primary data collection, carrying out or contracting the collection, and analyzing and reporting the findings. Also referred to as market research, consumer research, survey research, and customer insights.

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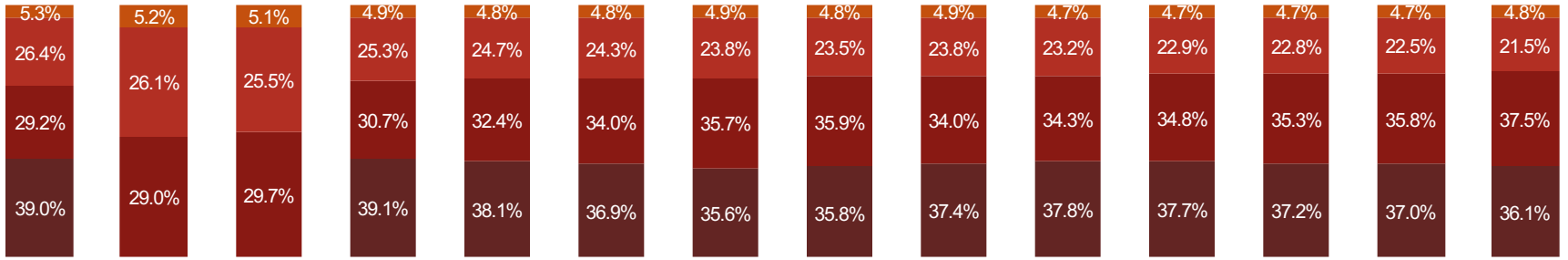
GLOBAL & MAJOR REGIONS

The global Marketing Research Services market size is forecast at $89.6 billion in 2026, up 4.1% from 2025, and projected to reach $105.1 billion by 2030, a 4.1% CAGR. Largest region: The Americas (37% of 2026 sales).

WORLDWIDE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	51,239	51,763	54,431	57,872	61,636	68,285	71,704	75,230	74,117	77,776	81,958	86,047	89,593	105,056
Market Growth (%)		1.0%	5.2%	6.3%	6.5%	10.8%	5.0%	4.9%	-1.5%	4.9%	5.4%	5.0%	4.1%	4.1%

GLOBAL MARKET SHARE BY REGION



Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
THE AMERICAS	20,007	20,576	21,627	22,637	23,499	25,208	25,500	26,926	27,710	29,418	30,880	32,050	33,193	37,940
ASIA & OCEANIA	14,976	14,992	16,164	17,743	19,949	23,191	25,600	27,031	25,198	26,694	28,516	30,369	32,054	39,410
EUROPE	13,548	13,516	13,865	14,650	15,230	16,603	17,056	17,679	17,611	18,016	18,738	19,597	20,143	22,611
AFRICA & MIDDLE EAST	2,707	2,679	2,775	2,843	2,957	3,281	3,547	3,594	3,598	3,647	3,824	4,031	4,203	5,095

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
THE AMERICAS		2.8%	5.1%	4.7%	3.8%	7.3%	1.2%	5.6%	2.9%	6.2%	5.0%	3.8%	3.6%	3.4%
ASIA & OCEANIA		0.1%	7.8%	9.8%	12.4%	16.3%	10.4%	5.6%	-6.8%	5.9%	6.8%	6.5%	5.5%	5.3%
EUROPE		-0.2%	2.6%	5.7%	4.0%	9.0%	2.7%	3.6%	-0.4%	2.3%	4.0%	4.6%	2.8%	2.9%
AFRICA & MIDDLE EAST		-1.0%	3.6%	2.4%	4.0%	11.0%	8.1%	1.3%	0.1%	1.4%	4.9%	5.4%	4.3%	4.9%

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THE AMERICAS

NORTH AMERICA
United States
Canada
Bermuda
Greenland

SOUTH AMERICA
Brazil
Argentina
Colombia
Chile
Peru
Venezuela
Ecuador
Uruguay
Paraguay
Bolivia
French Guiana
Guyana
Suriname

CENTRAL AMERICA
Mexico
Guatemala
Panama
Costa Rica
El Salvador
Honduras
Nicaragua
Belize

CARIBBEAN
Puerto Rico
Cuba
Dominican Republic
Trinidad and Tobago
Jamaica
The Bahamas
Guadeloupe
Haiti
Martinique
Cayman Islands
Barbados
Virgin Islands
Aruba
Curaçao
St Lucia
Antigua and Barbuda
British Virgin Islands
Grenada
Turks and Caicos Islands
St Kitts and Nevis
Sint Maarten (Dutch)
Saint Martin (French)
St Vincent & Grenadines
Dominica
Anguilla

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THE AMERICAS

The Americas Marketing Research Services market size is forecast at $33.2 billion in 2026, up 3.6% from 2025, and projected to reach $37.9 billion by 2030, a 3.4% CAGR.
Largest subregion: North America (94% of 2026 sales).

THE AMERICAS MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	20,007	20,576	21,627	22,637	23,499	25,208	25,500	26,926	27,710	29,418	30,880	32,050	33,193	37,940
Market Growth (%)		2.8%	5.1%	4.7%	3.8%	7.3%	1.2%	5.6%	2.9%	6.2%	5.0%	3.8%	3.6%	3.4%

THE AMERICAS MARKET SIZE BY SUBREGION

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
NORTH AMERICA	18,125	18,743	19,807	20,788	21,694	23,326	23,714	25,087	25,877	27,584	28,960	30,053	31,125	35,537
SOUTH AMERICA	1,382	1,309	1,270	1,275	1,234	1,283	1,233	1,288	1,267	1,261	1,321	1,379	1,428	1,661
CENTRAL AMERICA	337	366	393	420	416	444	413	415	434	433	452	468	485	564
CARIBBEAN	163	158	157	153	155	156	141	137	131	139	147	151	155	178

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
NORTH AMERICA		3.4%	5.7%	5.0%	4.4%	7.5%	1.7%	5.8%	3.2%	6.6%	5.0%	3.8%	3.6%	3.4%
SOUTH AMERICA		-5.3%	-2.9%	0.4%	-3.2%	4.0%	-3.9%	4.5%	-1.6%	-0.5%	4.8%	4.3%	3.6%	3.8%
CENTRAL AMERICA		8.6%	7.5%	6.7%	-0.9%	6.6%	-7.0%	0.5%	4.7%	-0.2%	4.3%	3.5%	3.6%	3.9%
CARIBBEAN		-3.0%	-1.0%	-2.1%	1.0%	0.5%	-9.4%	-2.9%	-4.3%	6.4%	5.2%	2.9%	2.8%	3.5%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
NORTH AMERICA	90.6%	91.1%	91.6%	91.8%	92.3%	92.5%	93.0%	93.2%	93.4%	93.8%	93.8%	93.8%	93.8%	93.7%
SOUTH AMERICA	6.9%	6.4%	5.9%	5.6%	5.3%	5.1%	4.8%	4.8%	4.6%	4.3%	4.3%	4.3%	4.3%	4.4%
CENTRAL AMERICA	1.7%	1.8%	1.8%	1.9%	1.8%	1.8%	1.6%	1.5%	1.6%	1.5%	1.5%	1.5%	1.5%	1.5%
CARIBBEAN	0.8%	0.8%	0.7%	0.7%	0.7%	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%

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NORTH AMERICA

The North America Marketing Research Services market size is forecast at $31.1 billion in 2026, up 3.6% from 2025, and projected to reach $35.5 billion by 2030, a 3.4% CAGR. Largest market: United States (95% of 2026 sales).

NORTH AMERICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	18,125	18,743	19,807	20,788	21,694	23,326	23,714	25,087	25,877	27,584	28,960	30,053	31,125	35,537
Market Growth (%)		3.4%	5.7%	5.0%	4.4%	7.5%	1.7%	5.8%	3.2%	6.6%	5.0%	3.8%	3.6%	3.4%

NORTH AMERICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United States	16,834.3	17,506.4	18,552.1	19,502.6	20,391.9	21,909.5	22,325.5	23,706.7	24,483.5	26,195.3	27,512.2	28,555.9	29,586.4	33,808.2
Canada	1,288.4	1,233.7	1,252.4	1,282.8	1,299.6	1,414.3	1,386.3	1,378.1	1,392.0	1,387.4	1,446.1	1,495.1	1,537.1	1,727.1
Bermuda	1.8	1.6	1.5	1.5	1.4	1.4	1.2	1.1	1.0	1.0	1.1	1.1	1.2	1.3
Greenland	1.0	0.9	1.0	0.9	0.8	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.8

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United States		4.0%	6.0%	5.1%	4.6%	7.4%	1.9%	6.2%	3.3%	7.0%	5.0%	3.8%	3.6%	3.4%
Canada		-4.2%	1.5%	2.4%	1.3%	8.8%	-2.0%	-0.6%	1.0%	-0.3%	4.2%	3.4%	2.8%	3.0%
Bermuda		-11.9%	-8.6%	4.4%	-8.9%	-2.1%	-13.6%	-6.2%	-7.8%	1.3%	4.9%	4.2%	2.8%	3.0%
Greenland		-3.5%	8.2%	-10.1%	-12.0%	-7.1%	3.3%	-11.9%	-2.3%	3.1%	3.9%	3.1%	2.3%	2.2%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United States	92.9%	93.4%	93.7%	93.8%	94.0%	93.9%	94.1%	94.5%	94.6%	95.0%	95.0%	95.0%	95.1%	95.1%
Canada	7.1%	6.6%	6.3%	6.2%	6.0%	6.1%	5.8%	5.5%	5.4%	5.0%	5.0%	5.0%	4.9%	4.9%
Bermuda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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SOUTH AMERICA

The South America Marketing Research Services market size is forecast at $1.4 billion in 2026, up 3.6% from 2025, and projected to reach $1.7 billion by 2030, a 3.8% CAGR. Largest market: Brazil (58% of 2026 sales).

SOUTH AMERICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	1,382	1,309	1,270	1,275	1,234	1,283	1,233	1,288	1,267	1,261	1,321	1,379	1,428	1,661
Market Growth (%)		-5.3%	-2.9%	0.4%	-3.2%	4.0%	-3.9%	4.5%	-1.6%	-0.5%	4.8%	4.3%	3.6%	3.8%

SOUTH AMERICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Brazil	766.4	712.0	676.4	674.5	657.1	694.6	692.0	737.2	718.2	724.7	765.5	796.1	821.6	943.6
Argentina	232.4	225.1	226.1	227.4	210.0	211.1	170.1	169.5	169.9	165.0	166.6	176.7	185.2	224.6
Colombia	105.4	100.2	96.6	94.8	93.9	95.9	90.9	95.8	100.3	99.8	103.6	108.0	111.9	130.5
Chile	84.5	83.3	83.9	86.8	87.7	93.2	97.1	100.5	97.9	96.8	101.4	105.5	109.4	126.3
Peru	43.0	44.3	46.8	49.9	50.3	54.4	55.4	57.0	54.8	50.5	53.4	56.1	58.4	68.2
Venezuela	55.4	51.5	46.3	43.2	36.8	30.2	29.8	30.1	29.8	29.6	31.8	32.8	34.6	41.7
Other Countries	94.5	92.2	93.9	98.7	98.5	103.8	97.8	98.0	96.6	94.9	99.1	103.4	106.8	125.8

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Brazil		-7.1%	-5.0%	-0.3%	-2.6%	5.7%	-0.4%	6.5%	-2.6%	0.9%	5.6%	4.0%	3.2%	3.5%
Argentina		-3.1%	0.4%	0.6%	-7.6%	0.5%	-19.4%	-0.4%	0.2%	-2.8%	0.9%	6.1%	4.8%	4.9%
Colombia		-4.9%	-3.6%	-1.9%	-1.0%	2.2%	-5.2%	5.3%	4.7%	-0.4%	3.7%	4.3%	3.6%	3.9%
Chile		-1.4%	0.7%	3.4%	1.1%	6.3%	4.1%	3.6%	-2.6%	-1.2%	4.8%	4.0%	3.7%	3.7%
Peru		2.9%	5.8%	6.5%	0.7%	8.2%	1.8%	3.0%	-3.9%	-7.9%	5.7%	5.1%	4.1%	4.0%
Venezuela		-7.0%	-10.1%	-6.8%	-14.9%	-17.8%	-1.3%	1.0%	-1.0%	-0.8%	7.5%	3.2%	5.3%	4.8%
Other Countries		-2.4%	1.9%	5.1%	-0.2%	5.4%	-5.8%	0.1%	-1.4%	-1.8%	4.4%	4.4%	3.3%	4.2%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Brazil	55.5%	54.4%	53.3%	52.9%	53.2%	54.1%	56.1%	57.2%	56.7%	57.5%	57.9%	57.7%	57.5%	56.8%
Argentina	16.8%	17.2%	17.8%	17.8%	17.0%	16.5%	13.8%	13.2%	13.4%	13.1%	12.6%	12.8%	13.0%	13.5%
Colombia	7.6%	7.7%	7.6%	7.4%	7.6%	7.5%	7.4%	7.4%	7.9%	7.9%	7.8%	7.8%	7.8%	7.9%
Chile	6.1%	6.4%	6.6%	6.8%	7.1%	7.3%	7.9%	7.8%	7.7%	7.7%	7.7%	7.7%	7.7%	7.6%
Peru	3.1%	3.4%	3.7%	3.9%	4.1%	4.2%	4.5%	4.4%	4.3%	4.0%	4.0%	4.1%	4.1%	4.1%
Venezuela	4.0%	3.9%	3.6%	3.4%	3.0%	2.4%	2.4%	2.3%	2.4%	2.3%	2.4%	2.4%	2.4%	2.5%
Other Countries	6.8%	7.0%	7.4%	7.7%	8.0%	8.1%	7.9%	7.6%	7.6%	7.5%	7.5%	7.5%	7.5%	7.6%

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CENTRAL AMERICA

The Central America Marketing Research Services market size is forecast at $484.7 million in 2026, up 3.6% from 2025, and projected to reach $563.8 million by 2030, a 3.9% CAGR. Largest market: Mexico (66% of 2026 sales).

CENTRAL AMERICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	337	366	393	420	416	444	413	415	434	433	452	468	485	564
Market Growth (%)		8.6%	7.5%	6.7%	-0.9%	6.6%	-7.0%	0.5%	4.7%	-0.2%	4.3%	3.5%	3.6%	3.9%

CENTRAL AMERICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Mexico	208.8	236.3	262.2	280.3	280.7	300.6	277.3	278.0	296.9	293.0	303.6	310.5	319.6	363.2
Guatemala	34.8	34.7	35.2	36.4	36.3	38.7	38.4	37.5	34.6	34.5	36.6	38.7	40.7	49.7
Panama	27.3	27.7	27.9	29.1	28.0	30.2	25.7	27.5	28.6	29.9	31.4	33.3	35.0	43.2
Costa Rica	35.9	37.7	38.5	43.8	41.7	43.7	43.4	43.6	46.3	47.5	50.5	53.7	56.3	68.0
El Salvador	11.8	11.5	11.3	11.7	11.5	12.0	11.0	11.3	11.4	11.5	12.0	12.7	13.3	15.8
Honduras	11.7	11.5	11.6	11.8	11.7	12.1	11.2	11.3	10.9	11.3	11.9	12.6	13.2	16.0
Other Countries	6.5	6.6	6.8	7.0	6.3	6.2	5.5	5.5	5.5	5.6	6.0	6.3	6.7	8.0

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Mexico		13.2%	11.0%	6.9%	0.1%	7.1%	-7.7%	0.2%	6.8%	-1.3%	3.6%	2.3%	2.9%	3.3%
Guatemala		-0.4%	1.6%	3.4%	-0.2%	6.6%	-0.9%	-2.3%	-7.7%	-0.3%	5.9%	5.8%	5.2%	5.1%
Panama		1.3%	0.8%	4.0%	-3.7%	8.1%	-15.1%	7.0%	3.9%	4.8%	4.9%	6.1%	5.1%	5.4%
Costa Rica		4.9%	2.0%	13.8%	-4.7%	4.8%	-0.6%	0.3%	6.3%	2.5%	6.3%	6.3%	4.9%	4.8%
El Salvador		-2.6%	-1.9%	3.9%	-1.6%	3.7%	-7.6%	2.3%	1.4%	0.3%	4.8%	5.4%	4.6%	4.4%
Honduras		-1.9%	0.7%	1.6%	-0.9%	3.9%	-7.6%	0.7%	-3.8%	3.9%	5.8%	5.4%	4.6%	5.0%
Other Countries		0.6%	3.0%	3.3%	-9.3%	-2.6%	-10.9%	0.9%	-0.3%	2.2%	5.8%	6.3%	4.9%	4.7%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Mexico	62.0%	64.6%	66.6%	66.7%	67.4%	67.8%	67.2%	67.0%	68.4%	67.6%	67.2%	66.4%	65.9%	64.4%
Guatemala	10.3%	9.5%	8.9%	8.7%	8.7%	8.7%	9.3%	9.0%	8.0%	8.0%	8.1%	8.3%	8.4%	8.8%
Panama	8.1%	7.6%	7.1%	6.9%	6.7%	6.8%	6.2%	6.6%	6.6%	6.9%	6.9%	7.1%	7.2%	7.7%
Costa Rica	10.7%	10.3%	9.8%	10.4%	10.0%	9.9%	10.5%	10.5%	10.7%	11.0%	11.2%	11.5%	11.6%	12.1%
El Salvador	3.5%	3.1%	2.9%	2.8%	2.8%	2.7%	2.7%	2.7%	2.6%	2.7%	2.7%	2.7%	2.7%	2.8%
Honduras	3.5%	3.1%	2.9%	2.8%	2.8%	2.7%	2.7%	2.7%	2.5%	2.6%	2.6%	2.7%	2.7%	2.8%
Other Countries	1.9%	1.8%	1.7%	1.7%	1.5%	1.4%	1.3%	1.3%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%

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Marketing Research Services

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CARIBBEAN

The Caribbean Marketing Research Services market size is forecast at $155.1 million in 2026, up 2.8% from 2025, and projected to reach $178.2 million by 2030, a 3.5% CAGR.
Largest market: Cuba (31% of 2026 sales).

CARIBBEAN MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	163	158	157	153	155	156	141	137	131	139	147	151	155	178
Market Growth (%)		-3.0%	-1.0%	-2.1%	1.0%	0.5%	-9.4%	-2.9%	-4.3%	6.4%	5.2%	2.9%	2.8%	3.5%

CARIBBEAN MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Puerto Rico	40.7	39.4	38.3	37.0	36.4	37.5	31.9	31.3	30.4	32.2	34.0	34.3	34.7	37.3
Cuba	51.2	49.8	49.7	47.9	48.7	49.1	43.1	42.0	39.4	42.9	45.0	46.7	48.0	55.3
Dominican Republic	26.7	26.6	27.4	28.0	30.3	28.5	28.5	27.7	26.8	27.8	29.8	30.9	32.5	40.8
Trinidad and Tobago	6.5	6.4	6.2	6.2	6.0	6.2	6.0	5.5	5.1	5.5	5.8	5.9	6.1	7.0
Jamaica	6.2	5.9	5.8	5.7	5.6	5.7	4.8	4.8	4.7	4.8	4.9	5.0	5.0	5.4
The Bahamas	5.8	5.5	4.9	4.6	4.4	4.0	4.1	3.9	3.8	3.8	4.0	4.1	4.3	4.9
Other Countries	26.1	24.8	24.5	24.0	23.5	24.8	22.6	21.8	20.7	22.3	23.2	23.9	24.5	27.6

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Puerto Rico		-3.2%	-2.7%	-3.3%	-1.7%	3.1%	-14.9%	-2.0%	-2.8%	6.1%	5.4%	0.9%	1.2%	1.8%
Cuba		-2.8%	-0.2%	-3.5%	1.6%	0.7%	-12.0%	-2.7%	-6.2%	8.9%	5.0%	3.7%	2.9%	3.6%
Dominican Republic		-0.3%	3.0%	2.2%	8.1%	-5.9%	0.3%	-2.8%	-3.3%	3.6%	7.2%	3.8%	5.0%	5.9%
Trinidad and Tobago		-2.4%	-3.3%	0.3%	-2.4%	3.3%	-4.0%	-7.7%	-7.6%	8.5%	4.7%	2.5%	2.1%	3.6%
Jamaica		-5.2%	-2.2%	-0.7%	-3.1%	2.0%	-14.7%	-1.6%	-1.2%	3.1%	1.7%	1.6%	0.1%	2.1%
The Bahamas		-5.1%	-10.0%	-7.6%	-3.0%	-9.4%	1.0%	-3.3%	-2.1%	-2.0%	5.6%	4.5%	3.4%	3.1%
Other Countries		-5.0%	-1.2%	-2.1%	-1.7%	5.2%	-8.7%	-3.7%	-4.8%	7.7%	3.7%	3.2%	2.5%	3.0%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Puerto Rico	24.9%	24.9%	24.4%	24.1%	23.5%	24.1%	22.6%	22.8%	23.2%	23.1%	23.2%	22.7%	22.4%	20.9%
Cuba	31.4%	31.4%	31.7%	31.3%	31.4%	31.5%	30.6%	30.6%	30.1%	30.8%	30.7%	30.9%	31.0%	31.0%
Dominican Republic	16.3%	16.8%	17.5%	18.2%	19.5%	18.3%	20.2%	20.3%	20.5%	19.9%	20.3%	20.5%	20.9%	22.9%
Trinidad and Tobago	4.0%	4.0%	3.9%	4.0%	3.9%	4.0%	4.2%	4.0%	3.9%	4.0%	4.0%	3.9%	3.9%	3.9%
Jamaica	3.8%	3.7%	3.7%	3.7%	3.6%	3.6%	3.4%	3.5%	3.6%	3.5%	3.4%	3.3%	3.2%	3.1%
The Bahamas	3.5%	3.5%	3.2%	3.0%	2.9%	2.6%	2.9%	2.9%	2.9%	2.7%	2.7%	2.7%	2.8%	2.7%
Other Countries	16.0%	15.7%	15.6%	15.6%	15.2%	15.9%	16.0%	15.9%	15.8%	16.0%	15.8%	15.8%	15.8%	15.5%

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Marketing Research Services

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ASIA & OCEANIA

EASTERN ASIA
China
Japan
South Korea
Taiwan
Hong Kong
Mongolia

SOUTHERN ASIA
India
Pakistan
Bangladesh
Sri Lanka
Nepal
Afghanistan
Maldives
Bhutan

SOUTHEAST ASIA
Indonesia
Thailand
Singapore
Malaysia
Philippines
Vietnam
Burma
Cambodia
Laos
Brunei
East Timor

AUSTRALASIA
Australia
New Zealand

CENTRAL ASIA
Kazakhstan
Uzbekistan
Turkmenistan
Kyrgyzstan
Tajikistan

OTHER OCEANIA
Papua New Guinea
New Caledonia
Guam
French Polynesia
Fiji
Northern Mariana Islands
Solomon Islands
Vanuatu
Samoa
American Samoa
Tonga
Micronesia
Cook Islands
Palau
Marshall Islands
Kiribati

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Marketing Research Services

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ASIA & OCEANIA

The Asia & Oceania Marketing Research Services market size is forecast at $32.1 billion in 2026, up 5.5% from 2025, and projected to reach $39.4 billion by 2030, a 5.3% CAGR. Largest subregion: Eastern Asia (75% of 2026 sales).

ASIA & OCEANIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	14,976	14,992	16,164	17,743	19,949	23,191	25,600	27,031	25,198	26,694	28,516	30,369	32,054	39,410
Market Growth (%)		0.1%	7.8%	9.8%	12.4%	16.3%	10.4%	5.6%	-6.8%	5.9%	6.8%	6.5%	5.5%	5.3%

ASIA & OCEANIA MARKET SIZE BY SUBREGION

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
EASTERN ASIA	10,458	10,109	11,009	12,425	14,468	17,126	19,249	20,654	18,933	20,230	21,560	22,898	24,104	29,205
SOUTHERN ASIA	1,827	2,128	2,312	2,317	2,408	2,706	2,814	2,803	2,697	2,756	3,006	3,277	3,528	4,744
SOUTHEAST ASIA	2,054	2,106	2,201	2,326	2,393	2,650	2,797	2,794	2,774	2,875	3,083	3,288	3,480	4,356
AUSTRALASIA	522	532	523	551	552	567	583	606	614	622	640	662	684	782
OTHER ASIA	116	116	119	124	128	142	157	175	180	210	226	244	259	322

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
EASTERN ASIA		-3.3%	8.9%	12.9%	16.4%	18.4%	12.4%	7.3%	-8.3%	6.9%	6.6%	6.2%	5.3%	4.9%
SOUTHERN ASIA		16.5%	8.6%	0.2%	3.9%	12.4%	4.0%	-0.4%	-3.8%	2.2%	9.1%	9.0%	7.6%	7.7%
SOUTHEAST ASIA		2.6%	4.5%	5.7%	2.9%	10.8%	5.5%	-0.1%	-0.7%	3.7%	7.2%	6.7%	5.8%	5.8%
AUSTRALASIA		2.1%	-1.9%	5.5%	0.1%	2.7%	2.8%	4.0%	1.3%	1.3%	3.0%	3.3%	3.3%	3.4%
OTHER ASIA		0.3%	2.5%	4.3%	3.5%	10.7%	10.9%	11.1%	3.2%	16.4%	7.6%	8.1%	6.1%	5.6%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
EASTERN ASIA	69.8%	67.4%	68.1%	70.0%	72.5%	73.8%	75.2%	76.4%	75.1%	75.8%	75.6%	75.4%	75.2%	74.1%
SOUTHERN ASIA	12.2%	14.2%	14.3%	13.1%	12.1%	11.7%	11.0%	10.4%	10.7%	10.3%	10.5%	10.8%	11.0%	12.0%
SOUTHEAST ASIA	13.7%	14.1%	13.6%	13.1%	12.0%	11.4%	10.9%	10.3%	11.0%	10.8%	10.8%	10.8%	10.9%	11.1%
AUSTRALASIA	3.5%	3.6%	3.2%	3.1%	2.8%	2.4%	2.3%	2.2%	2.4%	2.3%	2.2%	2.2%	2.1%	2.0%
OTHER ASIA	0.8%	0.8%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.7%	0.8%	0.8%	0.8%	0.8%	0.8%

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EASTERN ASIA

The Eastern Asia Marketing Research Services market size is forecast at $24.1 billion in 2026, up 5.3% from 2025, and projected to reach $29.2 billion by 2030, a 4.9% CAGR.
Largest market: China (85% of 2026 sales).

EASTERN ASIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	10,458	10,109	11,009	12,425	14,468	17,126	19,249	20,654	18,933	20,230	21,560	22,898	24,104	29,205
Market Growth (%)		-3.3%	8.9%	12.9%	16.4%	18.4%	12.4%	7.3%	-8.3%	6.9%	6.6%	6.2%	5.3%	4.9%

EASTERN ASIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
China	6,862.6	6,624.7	7,547.1	8,968.6	11,062.3	13,599.0	15,748.9	17,315.7	15,791.7	16,877.8	18,097.6	19,308.9	20,411.2	25,098.5
Japan	2,217.7	2,166.7	2,122.0	2,098.9	2,051.3	2,097.5	2,065.1	1,941.1	1,816.7	1,941.7	1,981.0	2,038.4	2,079.3	2,242.6
South Korea	914.7	867.9	888.6	901.4	901.9	954.6	973.0	950.8	910.9	973.6	1,014.7	1,042.1	1,075.5	1,226.4
Taiwan	323.6	312.6	312.5	314.2	311.7	325.4	313.1	303.4	281.2	305.3	328.3	362.4	386.0	461.6
Hong Kong	136.0	133.1	134.7	137.8	137.3	145.5	144.4	137.4	127.5	126.2	132.3	139.2	144.4	166.4
Mongolia	3.7	4.0	3.9	3.6	3.9	4.4	4.6	5.2	5.1	5.9	6.3	6.8	7.3	9.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
China		-3.5%	13.9%	18.8%	23.3%	22.9%	15.8%	9.9%	-8.8%	6.9%	7.2%	6.7%	5.7%	5.3%
Japan		-2.3%	-2.1%	-1.1%	-2.3%	2.3%	-1.5%	-6.0%	-6.4%	6.9%	2.0%	2.9%	2.0%	1.9%
South Korea		-5.1%	2.4%	1.4%	0.0%	5.8%	1.9%	-2.3%	-4.2%	6.9%	4.2%	2.7%	3.2%	3.3%
Taiwan		-3.4%	0.0%	0.5%	-0.8%	4.4%	-3.8%	-3.1%	-7.3%	8.6%	7.5%	10.4%	6.5%	4.6%
Hong Kong		-2.1%	1.2%	2.3%	-0.4%	6.0%	-0.8%	-4.8%	-7.2%	-1.0%	4.8%	5.2%	3.7%	3.6%
Mongolia		8.5%	-1.9%	-6.2%	7.6%	13.4%	2.8%	13.2%	-1.1%	14.3%	7.3%	8.5%	6.6%	6.5%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
China	65.6%	65.5%	68.6%	72.2%	76.5%	79.4%	81.8%	83.8%	83.4%	83.4%	83.9%	84.3%	84.7%	85.9%
Japan	21.2%	21.4%	19.3%	16.9%	14.2%	12.2%	10.7%	9.4%	9.6%	9.6%	9.2%	8.9%	8.6%	7.7%
South Korea	8.7%	8.6%	8.1%	7.3%	6.2%	5.6%	5.1%	4.6%	4.8%	4.8%	4.7%	4.6%	4.5%	4.2%
Taiwan	3.1%	3.1%	2.8%	2.5%	2.2%	1.9%	1.6%	1.5%	1.5%	1.5%	1.5%	1.6%	1.6%	1.6%
Hong Kong	1.3%	1.3%	1.2%	1.1%	0.9%	0.8%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%
Mongolia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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SOUTHERN ASIA

The Southern Asia Marketing Research Services market size is forecast at $3.5 billion in 2026, up 7.6% from 2025, and projected to reach $4.7 billion by 2030, a 7.7% CAGR. Largest market: India (94% of 2026 sales).

SOUTHERN ASIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	1,827	2,128	2,312	2,317	2,408	2,706	2,814	2,803	2,697	2,756	3,006	3,277	3,528	4,744
Market Growth (%)		16.5%	8.6%	0.2%	3.9%	12.4%	4.0%	-0.4%	-3.8%	2.2%	9.1%	9.0%	7.6%	7.7%

SOUTHERN ASIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
India	1,685.1	1,983.6	2,162.0	2,154.5	2,244.7	2,526.4	2,621.6	2,607.2	2,496.6	2,561.9	2,800.9	3,061.2	3,300.2	4,459.0
Pakistan	61.3	62.4	65.0	70.7	70.5	77.4	86.1	88.2	97.3	92.8	97.3	102.0	107.0	132.4
Bangladesh	46.6	46.6	48.0	51.2	52.4	56.9	59.2	59.1	57.3	59.8	63.7	67.0	71.0	92.6
Sri Lanka	17.5	18.4	19.6	21.4	22.0	24.9	27.0	29.6	27.2	23.1	24.7	26.3	27.4	32.7
Nepal	8.2	8.5	8.4	9.4	9.2	10.0	10.0	9.6	9.2	9.4	10.0	10.6	11.0	13.8
Afghanistan	5.7	5.6	5.7	5.7	5.4	6.2	6.1	4.5	3.9	4.0	4.1	4.3	4.5	5.5
Other Countries	2.7	3.1	3.7	3.9	3.9	4.3	4.2	4.8	5.2	5.3	5.6	6.0	6.4	8.2

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
India		17.7%	9.0%	-0.3%	4.2%	12.6%	3.8%	-0.5%	-4.2%	2.6%	9.3%	9.3%	7.8%	7.8%
Pakistan		1.8%	4.1%	8.8%	-0.3%	9.7%	11.3%	2.4%	10.2%	-4.6%	4.8%	4.8%	4.9%	5.5%
Bangladesh		-0.2%	3.1%	6.7%	2.3%	8.6%	4.1%	-0.3%	-2.9%	4.3%	6.4%	5.2%	6.0%	6.9%
Sri Lanka		5.1%	6.0%	9.4%	2.7%	13.2%	8.7%	9.5%	-8.1%	-15.2%	7.2%	6.2%	4.4%	4.5%
Nepal		4.4%	-1.3%	12.0%	-2.3%	8.3%	-0.1%	-4.0%	-3.6%	2.1%	5.9%	6.3%	4.3%	5.7%
Afghanistan		-1.9%	1.9%	1.3%	-5.4%	13.4%	-1.5%	-26.0%	-12.4%	0.8%	4.1%	4.7%	4.8%	4.8%
Other Countries		16.5%	17.5%	4.6%	0.0%	10.8%	-1.5%	14.0%	8.3%	1.4%	6.5%	7.5%	6.1%	6.3%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
India	92.2%	93.2%	93.5%	93.0%	93.2%	93.4%	93.2%	93.0%	92.6%	92.9%	93.2%	93.4%	93.6%	94.0%
Pakistan	3.4%	2.9%	2.8%	3.1%	2.9%	2.9%	3.1%	3.1%	3.6%	3.4%	3.2%	3.1%	3.0%	2.8%
Bangladesh	2.6%	2.2%	2.1%	2.2%	2.2%	2.1%	2.1%	2.1%	2.1%	2.2%	2.1%	2.0%	2.0%	2.0%
Sri Lanka	1.0%	0.9%	0.8%	0.9%	0.9%	0.9%	1.0%	1.1%	1.0%	0.8%	0.8%	0.8%	0.8%	0.7%
Nepal	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Afghanistan	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Other Countries	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

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SOUTHEAST ASIA

The Southeast Asia Marketing Research Services market size is forecast at $3.5 billion in 2026, up 5.8% from 2025, and projected to reach $4.4 billion by 2030, a 5.8% CAGR. Largest market: Indonesia (44% of 2026 sales).

SOUTHEAST ASIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	2,054	2,106	2,201	2,326	2,393	2,650	2,797	2,794	2,774	2,875	3,083	3,288	3,480	4,356
Market Growth (%)		2.6%	4.5%	5.7%	2.9%	10.8%	5.5%	-0.1%	-0.7%	3.7%	7.2%	6.7%	5.8%	5.8%

SOUTHEAST ASIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Indonesia	824.7	853.9	904.4	976.3	1,001.1	1,107.8	1,198.2	1,191.2	1,191.2	1,257.7	1,348.6	1,440.3	1,531.1	1,960.2
Thailand	312.2	324.5	322.7	329.8	344.0	387.7	383.8	376.6	367.0	371.7	390.8	406.8	418.2	478.5
Singapore	248.4	233.0	245.0	250.8	253.9	291.2	320.9	344.0	345.5	358.3	385.2	411.0	430.8	506.2
Malaysia	250.4	263.7	277.0	296.3	307.4	331.0	342.5	338.0	329.5	334.6	359.2	383.9	407.0	505.7
Philippines	135.6	138.9	143.1	147.1	150.4	164.2	168.5	171.5	172.0	175.9	189.8	201.4	212.3	275.5
Vietnam	241.4	249.5	263.9	278.0	287.4	315.0	327.7	318.5	317.3	325.6	355.6	390.1	422.9	561.9
Other Countries	41.1	43.0	45.0	47.5	48.6	53.5	55.2	53.8	51.5	51.6	53.5	54.7	57.3	68.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Indonesia		3.5%	5.9%	7.9%	2.5%	10.7%	8.2%	-0.6%	0.0%	5.6%	7.2%	6.8%	6.3%	6.4%
Thailand		3.9%	-0.6%	2.2%	4.3%	12.7%	-1.0%	-1.9%	-2.6%	1.3%	5.1%	4.1%	2.8%	3.4%
Singapore		-6.2%	5.1%	2.4%	1.2%	14.7%	10.2%	7.2%	0.4%	3.7%	7.5%	6.7%	4.8%	4.1%
Malaysia		5.3%	5.1%	7.0%	3.7%	7.7%	3.5%	-1.3%	-2.5%	1.5%	7.3%	6.9%	6.0%	5.6%
Philippines		2.4%	3.0%	2.8%	2.2%	9.2%	2.6%	1.8%	0.3%	2.3%	7.9%	6.1%	5.4%	6.7%
Vietnam		3.3%	5.8%	5.3%	3.4%	9.6%	4.0%	-2.8%	-0.4%	2.6%	9.2%	9.7%	8.4%	7.4%
Other Countries		4.5%	4.6%	5.6%	2.4%	10.0%	3.2%	-2.5%	-4.4%	0.3%	3.7%	2.2%	4.6%	4.5%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Indonesia	40.2%	40.5%	41.1%	42.0%	41.8%	41.8%	42.8%	42.6%	42.9%	43.7%	43.7%	43.8%	44.0%	45.0%
Thailand	15.2%	15.4%	14.7%	14.2%	14.4%	14.6%	13.7%	13.5%	13.2%	12.9%	12.7%	12.4%	12.0%	11.0%
Singapore	12.1%	11.1%	11.1%	10.8%	10.6%	11.0%	11.5%	12.3%	12.5%	12.5%	12.5%	12.5%	12.4%	11.6%
Malaysia	12.2%	12.5%	12.6%	12.7%	12.8%	12.5%	12.2%	12.1%	11.9%	11.6%	11.7%	11.7%	11.7%	11.6%
Philippines	6.6%	6.6%	6.5%	6.3%	6.3%	6.2%	6.0%	6.1%	6.2%	6.1%	6.2%	6.1%	6.1%	6.3%
Vietnam	11.8%	11.8%	12.0%	12.0%	12.0%	11.9%	11.7%	11.4%	11.4%	11.3%	11.5%	11.9%	12.2%	12.9%
Other Countries	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	1.9%	1.9%	1.8%	1.7%	1.7%	1.6%	1.6%

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AUSTRALASIA

The Australasia Marketing Research Services market size is forecast at $683.7 million in 2026, up 3.3% from 2025, and projected to reach $782.4 million by 2030, a 3.4% CAGR. Largest market: Australia (79% of 2026 sales).

AUSTRALASIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	522	532	523	551	552	567	583	606	614	622	640	662	684	782
Market Growth (%)		2.1%	-1.9%	5.5%	0.1%	2.7%	2.8%	4.0%	1.3%	1.3%	3.0%	3.3%	3.3%	3.4%

AUSTRALASIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Australia	401.4	409.6	408.1	437.2	433.9	444.3	451.5	472.0	485.0	490.4	506.3	525.0	542.3	620.1
New Zealand	120.2	122.8	114.5	114.1	118.1	122.4	131.1	134.2	128.7	131.6	134.1	136.7	141.3	162.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Australia		2.1%	-0.4%	7.1%	-0.8%	2.4%	1.6%	4.5%	2.8%	1.1%	3.2%	3.7%	3.3%	3.4%
New Zealand		2.2%	-6.8%	-0.3%	3.5%	3.7%	7.1%	2.4%	-4.1%	2.2%	1.9%	1.9%	3.4%	3.5%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Australia	77.0%	76.9%	78.1%	79.3%	78.6%	78.4%	77.5%	77.9%	79.0%	78.8%	79.1%	79.3%	79.3%	79.3%
New Zealand	23.0%	23.1%	21.9%	20.7%	21.4%	21.6%	22.5%	22.1%	21.0%	21.2%	20.9%	20.7%	20.7%	20.7%

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CENTRAL ASIA

The Central Asia Marketing Research Services market size is forecast at $221.4 million in 2026, up 6.5% from 2025, and projected to reach $277.8 million by 2030, a 5.8% CAGR. Largest market: Kazakhstan (47% of 2026 sales).

CENTRAL ASIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	84	84	86	90	95	106	122	143	149	178	192	208	221	278
Market Growth (%)		-0.1%	1.9%	5.6%	5.1%	11.8%	14.5%	17.7%	4.4%	18.9%	7.9%	8.5%	6.5%	5.8%

CENTRAL ASIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kazakhstan	52.3	50.4	50.5	46.9	49.9	55.0	65.1	77.0	73.4	84.7	90.8	98.2	104.1	126.6
Uzbekistan	12.4	14.0	15.8	21.0	24.0	28.2	33.5	40.7	49.5	65.3	71.1	77.8	83.9	111.1
Turkmenistan	14.3	14.6	14.5	16.8	16.2	17.6	17.4	19.5	19.4	20.3	21.5	22.6	23.5	27.1
Kyrgyzstan	2.9	3.0	2.9	3.4	3.3	3.7	3.9	4.3	5.3	5.4	6.2	7.0	7.5	9.8
Tajikistan	2.2	2.1	1.9	2.3	1.6	1.7	1.6	1.6	1.7	1.9	2.1	2.3	2.5	3.2

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kazakhstan		-3.7%	0.2%	-7.1%	6.4%	10.2%	18.3%	18.3%	-4.7%	15.3%	7.2%	8.2%	5.9%	5.0%
Uzbekistan		12.8%	13.3%	32.9%	14.2%	17.6%	18.8%	21.4%	21.8%	31.9%	8.9%	9.4%	7.8%	7.3%
Turkmenistan		2.3%	-0.8%	15.3%	-3.5%	8.9%	-1.1%	11.8%	-0.2%	4.5%	5.6%	5.3%	3.9%	3.7%
Kyrgyzstan		2.2%	-0.5%	17.1%	-3.5%	10.4%	6.9%	10.7%	20.9%	3.3%	13.7%	12.8%	7.4%	6.9%
Tajikistan		-5.6%	-12.2%	23.5%	-30.6%	4.6%	-3.5%	-3.6%	8.9%	12.3%	10.6%	10.1%	7.3%	6.3%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kazakhstan	62.2%	59.9%	58.9%	51.9%	52.5%	51.8%	53.6%	53.8%	49.2%	47.7%	47.4%	47.2%	47.0%	45.6%
Uzbekistan	14.7%	16.6%	18.5%	23.2%	25.2%	26.6%	27.6%	28.4%	33.2%	36.8%	37.1%	37.4%	37.9%	40.0%
Turkmenistan	17.0%	17.4%	17.0%	18.5%	17.0%	16.6%	14.3%	13.6%	13.0%	11.4%	11.2%	10.9%	10.6%	9.8%
Kyrgyzstan	3.4%	3.5%	3.4%	3.8%	3.5%	3.5%	3.2%	3.0%	3.5%	3.1%	3.2%	3.3%	3.4%	3.5%
Tajikistan	2.7%	2.5%	2.2%	2.5%	1.7%	1.6%	1.3%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%

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OTHER OCEANIA

The Other Oceania Marketing Research Services market size is forecast at $37.8 million in 2026, up 4.2% from 2025, and projected to reach $44.3 million by 2030, a 4.0% CAGR. Largest market: Papua New Guinea (50% of 2026 sales).

OTHER OCEANIA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	31	32	33	33	33	36	36	32	31	32	34	36	38	44
Market Growth (%)		1.5%	4.1%	1.0%	-0.8%	7.5%	0.5%	-11.3%	-2.1%	4.4%	5.6%	5.7%	4.2%	4.0%

OTHER OCEANIA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Papua New Guinea	15.6	15.5	15.7	15.8	15.5	16.8	17.2	15.4	15.1	15.7	16.7	17.9	18.8	22.6
New Caledonia	4.2	4.4	4.8	4.9	5.0	5.4	5.5	4.7	4.7	4.8	5.1	5.2	5.4	6.2
Guam	3.0	3.2	3.4	3.4	3.5	3.7	3.8	3.3	3.2	3.3	3.5	3.6	3.7	4.2
French Polynesia	2.9	2.8	2.9	3.1	2.9	3.2	2.9	2.7	2.7	2.8	2.9	3.0	3.1	3.5
Fiji	2.4	2.5	2.6	2.5	2.4	2.4	2.1	1.8	1.9	1.9	2.1	2.2	2.2	2.6
N. Mariana Islands	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Other Countries	2.9	3.1	3.3	3.4	3.4	3.7	3.8	3.4	3.3	3.4	3.6	3.8	4.0	4.6

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Papua New Guinea		-0.9%	1.4%	0.8%	-2.0%	8.1%	2.7%	-10.3%	-2.5%	4.5%	6.1%	7.3%	5.1%	4.7%
New Caledonia		5.2%	8.7%	2.5%	1.9%	7.6%	1.9%	-14.9%	0.4%	3.0%	4.9%	3.7%	3.1%	3.4%
Guam		5.2%	7.4%	-1.8%	4.0%	5.9%	3.0%	-13.4%	-3.6%	4.1%	5.0%	4.2%	2.9%	3.1%
French Polynesia		-2.5%	3.5%	7.2%	-5.5%	10.3%	-9.2%	-9.0%	-0.4%	5.4%	4.5%	3.8%	2.8%	3.0%
Fiji		4.5%	5.7%	-5.3%	-3.3%	0.4%	-13.6%	-10.8%	1.0%	4.5%	5.7%	4.9%	3.7%	4.2%
N. Mariana Islands		5.9%	9.9%	-0.6%	5.3%	7.5%	3.1%	-14.6%	-3.7%	5.5%	4.7%	3.6%	3.1%	3.6%
Other Countries		6.9%	5.9%	2.0%	1.7%	8.5%	2.9%	-10.9%	-4.8%	5.2%	6.1%	4.8%	4.0%	3.7%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Papua New Guinea	49.9%	48.6%	47.4%	47.3%	46.7%	47.0%	48.0%	48.6%	48.4%	48.5%	48.7%	49.4%	49.9%	51.0%
New Caledonia	13.3%	13.8%	14.4%	14.6%	15.0%	15.1%	15.3%	14.7%	15.0%	14.8%	14.7%	14.5%	14.3%	14.0%
Guam	9.7%	10.0%	10.4%	10.1%	10.6%	10.4%	10.7%	10.4%	10.3%	10.2%	10.2%	10.0%	9.9%	9.5%
French Polynesia	9.1%	8.8%	8.7%	9.3%	8.8%	9.0%	8.2%	8.4%	8.5%	8.6%	8.5%	8.4%	8.3%	7.9%
Fiji	7.5%	7.7%	7.8%	7.4%	7.2%	6.7%	5.8%	5.8%	6.0%	6.0%	6.0%	5.9%	5.9%	6.0%
N. Mariana Islands	1.2%	1.2%	1.3%	1.3%	1.3%	1.3%	1.4%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Other Countries	9.3%	9.8%	10.0%	10.1%	10.4%	10.4%	10.7%	10.8%	10.5%	10.5%	10.6%	10.5%	10.5%	10.3%

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Spain
Portugal
Malta
Andorra
San Marino

UK & IRELAND
United Kingdom
Ireland

EASTERN EUROPE
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Poland
Czech Republic
Romania
Hungary
Ukraine
Slovakia
Belarus
Azerbaijan
Georgia
Armenia
Moldova

NORTHERN EUROPE
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Latvia
Estonia
Iceland

SE EUROPE
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EUROPE

Europe Marketing Research Services market size is forecast at $20.1 billion in 2026, up 2.8% from 2025, and projected to reach $22.6 billion by 2030, a 2.9% CAGR. Largest subregion: Uk & Ireland (31% of 2026 sales).

EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	13,548	13,516	13,865	14,650	15,230	16,603	17,056	17,679	17,611	18,016	18,738	19,597	20,143	22,611
Market Growth (%)		-0.2%	2.6%	5.7%	4.0%	9.0%	2.7%	3.6%	-0.4%	2.3%	4.0%	4.6%	2.8%	2.9%

EUROPE MARKET SIZE BY SUBREGION

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
WESTERN EUROPE	5,154	4,977	5,005	5,184	5,262	5,544	5,442	5,446	5,296	5,371	5,512	5,645	5,770	6,346
SOUTHERN EUROPE	1,467	1,419	1,444	1,490	1,450	1,534	1,476	1,477	1,482	1,523	1,590	1,643	1,687	1,871
UK & IRELAND	2,946	3,110	3,345	3,660	4,063	4,652	5,057	5,375	5,305	5,417	5,636	6,097	6,277	7,103
EASTERN EUROPE	2,248	2,266	2,343	2,522	2,612	2,865	3,005	3,219	3,397	3,546	3,750	3,875	3,989	4,508
NORTHERN EUROPE	1,169	1,195	1,161	1,184	1,229	1,344	1,356	1,380	1,344	1,365	1,414	1,459	1,505	1,693
SE EUROPE	565	548	568	610	613	665	720	782	787	794	837	878	915	1,090

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
WESTERN EUROPE		-3.4%	0.6%	3.6%	1.5%	5.3%	-1.8%	0.1%	-2.8%	1.4%	2.6%	2.4%	2.2%	2.4%
SOUTHERN EUROPE		-3.3%	1.8%	3.2%	-2.7%	5.8%	-3.8%	0.1%	0.3%	2.8%	4.4%	3.4%	2.7%	2.6%
UK & IRELAND		5.6%	7.6%	9.4%	11.0%	14.5%	8.7%	6.3%	-1.3%	2.1%	4.0%	8.2%	3.0%	3.1%
EASTERN EUROPE		0.8%	3.4%	7.6%	3.6%	9.7%	4.9%	7.1%	5.5%	4.4%	5.8%	3.3%	2.9%	3.1%
NORTHERN EUROPE		2.3%	-2.9%	2.0%	3.8%	9.4%	0.9%	1.7%	-2.6%	1.5%	3.6%	3.2%	3.1%	3.0%
SE EUROPE		-2.9%	3.5%	7.5%	0.5%	8.4%	8.3%	8.6%	0.6%	0.9%	5.5%	4.8%	4.3%	4.5%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
WESTERN EUROPE	38.0%	36.8%	36.1%	35.4%	34.6%	33.4%	31.9%	30.8%	30.1%	29.8%	29.4%	28.8%	28.6%	28.1%
SOUTHERN EUROPE	10.8%	10.5%	10.4%	10.2%	9.5%	9.2%	8.7%	8.4%	8.4%	8.5%	8.5%	8.4%	8.4%	8.3%
UK & IRELAND	21.7%	23.0%	24.1%	25.0%	26.7%	28.0%	29.7%	30.4%	30.1%	30.1%	30.1%	31.1%	31.2%	31.4%
EASTERN EUROPE	16.6%	16.8%	16.9%	17.2%	17.2%	17.3%	17.6%	18.2%	19.3%	19.7%	20.0%	19.8%	19.8%	19.9%
NORTHERN EUROPE	8.6%	8.8%	8.4%	8.1%	8.1%	8.1%	8.0%	7.8%	7.6%	7.6%	7.5%	7.4%	7.5%	7.5%
SE EUROPE	4.2%	4.1%	4.1%	4.2%	4.0%	4.0%	4.2%	4.4%	4.5%	4.4%	4.5%	4.5%	4.5%	4.8%

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Marketing Research Services

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WESTERN EUROPE

The Western Europe Marketing Research Services market size is forecast at $5.8 billion in 2026, up 2.2% from 2025, and projected to reach $6.3 billion by 2030, a 2.4% CAGR. Largest market: Germany (41% of 2026 sales).

WESTERN EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	5,154	4,977	5,005	5,184	5,262	5,544	5,442	5,446	5,296	5,371	5,512	5,645	5,770	6,346
Market Growth (%)		-3.4%	0.6%	3.6%	1.5%	5.3%	-1.8%	0.1%	-2.8%	1.4%	2.6%	2.4%	2.2%	2.4%

WESTERN EUROPE MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Germany	2,197.4	2,092.8	2,094.3	2,166.2	2,225.2	2,336.6	2,283.6	2,292.4	2,229.0	2,247.6	2,286.4	2,329.7	2,378.8	2,604.8
France	1,587.3	1,549.7	1,551.6	1,619.5	1,636.8	1,736.1	1,696.7	1,716.8	1,691.1	1,738.4	1,796.2	1,842.8	1,883.5	2,072.5
Netherlands	505.0	498.5	512.6	537.9	539.7	569.7	577.5	563.5	541.6	533.5	551.3	571.1	585.4	648.9
Switzerland	377.9	361.4	362.6	364.3	359.0	367.5	368.2	357.2	333.0	333.4	345.5	355.9	365.1	407.0
Belgium	260.9	257.3	260.6	271.3	273.6	294.7	288.2	289.3	277.2	290.3	300.0	308.1	314.3	345.2
Austria	180.0	171.7	176.3	176.6	183.0	196.9	190.6	187.8	178.5	180.4	183.1	187.3	191.1	209.3
Other Countries	45.7	45.2	46.7	48.2	45.0	42.2	36.7	39.2	45.3	47.8	49.0	50.1	51.6	58.6

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Germany		-4.8%	0.1%	3.4%	2.7%	5.0%	-2.3%	0.4%	-2.8%	0.8%	1.7%	1.9%	2.1%	2.3%
France		-2.4%	0.1%	4.4%	1.1%	6.1%	-2.3%	1.2%	-1.5%	2.8%	3.3%	2.6%	2.2%	2.4%
Netherlands		-1.3%	2.8%	5.0%	0.3%	5.5%	1.4%	-2.4%	-3.9%	-1.5%	3.3%	3.6%	2.5%	2.6%
Switzerland		-4.3%	0.3%	0.5%	-1.5%	2.4%	0.2%	-3.0%	-6.8%	0.1%	3.6%	3.0%	2.6%	2.7%
Belgium		-1.4%	1.3%	4.1%	0.8%	7.7%	-2.2%	0.4%	-4.2%	4.7%	3.3%	2.7%	2.0%	2.4%
Austria		-4.6%	2.7%	0.1%	3.6%	7.6%	-3.2%	-1.5%	-4.9%	1.0%	1.5%	2.3%	2.0%	2.3%
Other Countries		-1.2%	3.4%	3.2%	-6.5%	-6.4%	-13.0%	6.9%	15.5%	5.5%	2.6%	2.3%	2.9%	3.2%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Germany	42.6%	42.1%	41.8%	41.8%	42.3%	42.1%	42.0%	42.1%	42.1%	41.8%	41.5%	41.3%	41.2%	41.0%
France	30.8%	31.1%	31.0%	31.2%	31.1%	31.3%	31.2%	31.5%	31.9%	32.4%	32.6%	32.6%	32.6%	32.7%
Netherlands	9.8%	10.0%	10.2%	10.4%	10.3%	10.3%	10.6%	10.3%	10.2%	9.9%	10.0%	10.1%	10.1%	10.2%
Switzerland	7.3%	7.3%	7.2%	7.0%	6.8%	6.6%	6.8%	6.6%	6.3%	6.2%	6.3%	6.3%	6.3%	6.4%
Belgium	5.1%	5.2%	5.2%	5.2%	5.2%	5.3%	5.3%	5.3%	5.2%	5.4%	5.4%	5.5%	5.4%	5.4%
Austria	3.5%	3.5%	3.5%	3.4%	3.5%	3.6%	3.5%	3.4%	3.4%	3.4%	3.3%	3.3%	3.3%	3.3%
Other Countries	0.9%	0.9%	0.9%	0.9%	0.9%	0.8%	0.7%	0.7%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%

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Marketing Research Services

SOUTHERN EUROPE

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The Southern Europe Marketing Research Services market size is forecast at $1.7 billion in 2026, up 2.7% from 2025, and projected to reach $1.9 billion by 2030, a 2.6% CAGR. Largest market: Italy (45% of 2026 sales).

SOUTHERN EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	1,467	1,419	1,444	1,490	1,450	1,534	1,476	1,477	1,482	1,523	1,590	1,643	1,687	1,871
Market Growth (%)		-3.3%	1.8%	3.2%	-2.7%	5.8%	-3.8%	0.1%	0.3%	2.8%	4.4%	3.4%	2.7%	2.6%

SOUTHERN EUROPE MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Italy	768.8	730.4	745.7	746.6	708.6	735.8	715.3	710.2	701.1	715.4	737.1	753.2	766.9	828.1
Spain	548.8	545.9	553.3	592.0	588.1	623.6	581.8	584.9	595.5	616.5	651.8	681.1	704.3	795.3
Portugal	130.8	123.3	122.0	124.8	125.7	140.1	147.3	146.8	150.2	154.8	161.6	167.4	172.8	194.7
Malta	15.9	17.2	21.1	24.5	25.8	32.1	29.5	32.8	33.0	34.0	36.9	39.0	41.0	50.2
Andorra	1.1	1.1	1.2	1.2	1.1	1.1	1.0	0.9	0.9	0.9	0.9	0.9	1.0	1.1
San Marino	1.1	0.9	1.0	1.0	0.9	1.0	1.0	1.1	1.1	1.2	1.2	1.2	1.3	1.4

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Italy		-5.0%	2.1%	0.1%	-5.1%	3.8%	-2.8%	-0.7%	-1.3%	2.0%	3.0%	2.2%	1.8%	1.9%
Spain		-0.5%	1.4%	7.0%	-0.7%	6.0%	-6.7%	0.5%	1.8%	3.5%	5.7%	4.5%	3.4%	3.1%
Portugal		-5.7%	-1.1%	2.3%	0.8%	11.4%	5.1%	-0.3%	2.4%	3.0%	4.4%	3.6%	3.2%	3.0%
Malta		8.4%	22.7%	15.9%	5.4%	24.3%	-8.0%	11.0%	0.7%	3.1%	8.4%	5.7%	5.0%	5.2%
Andorra		3.2%	9.8%	-6.4%	-6.7%	1.2%	-12.1%	-2.1%	-4.8%	0.9%	2.6%	2.2%	2.7%	3.0%
San Marino		-18.6%	6.2%	-0.9%	-2.8%	12.7%	-0.4%	9.2%	-1.3%	4.4%	3.2%	3.2%	2.6%	2.6%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Italy	52.4%	51.5%	51.6%	50.1%	48.9%	48.0%	48.5%	48.1%	47.3%	47.0%	46.4%	45.8%	45.5%	44.3%
Spain	37.4%	38.5%	38.3%	39.7%	40.6%	40.7%	39.4%	39.6%	40.2%	40.5%	41.0%	41.5%	41.7%	42.5%
Portugal	8.9%	8.7%	8.4%	8.4%	8.7%	9.1%	10.0%	9.9%	10.1%	10.2%	10.2%	10.2%	10.2%	10.4%
Malta	1.1%	1.2%	1.5%	1.6%	1.8%	2.1%	2.0%	2.2%	2.2%	2.2%	2.3%	2.4%	2.4%	2.7%
Andorra	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
San Marino	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

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Marketing Research Services

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UNITED KINGDOM & IRELAND

The United Kingdom & Ireland Marketing Research Services market size is forecast at $6.3 billion in 2026, up 3.0% from 2025, and projected to reach $7.1 billion by 2030, a 3.1% CAGR. Largest market: Ireland (50% of 2026 sales).

UNITED KINGDOM & IRELAND MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	2,946	3,110	3,345	3,660	4,063	4,652	5,057	5,375	5,305	5,417	5,636	6,097	6,277	7,103
Market Growth (%)		5.6%	7.6%	9.4%	11.0%	14.5%	8.7%	6.3%	-1.3%	2.1%	4.0%	8.2%	3.0%	3.1%

UNITED KINGDOM & IRELAND MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United Kingdom	2,110.9	2,189.9	2,367.9	2,426.5	2,574.0	2,840.4	2,941.9	2,963.1	2,909.8	2,877.9	2,973.7	3,062.7	3,127.3	3,457.9
Ireland	834.8	920.3	977.1	1,233.5	1,489.2	1,811.8	2,115.5	2,411.8	2,395.6	2,539.4	2,662.0	3,034.5	3,150.0	3,645.1

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United Kingdom		3.7%	8.1%	2.5%	6.1%	10.3%	3.6%	0.7%	-1.8%	-1.1%	3.3%	3.0%	2.1%	2.5%
Ireland		10.2%	6.2%	26.2%	20.7%	21.7%	16.8%	14.0%	-0.7%	6.0%	4.8%	14.0%	3.8%	3.7%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
United Kingdom	71.7%	70.4%	70.8%	66.3%	63.3%	61.1%	58.2%	55.1%	54.8%	53.1%	52.8%	50.2%	49.8%	48.7%
Ireland	28.3%	29.6%	29.2%	33.7%	36.7%	38.9%	41.8%	44.9%	45.2%	46.9%	47.2%	49.8%	50.2%	51.3%

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Marketing Research Services

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EASTERN EUROPE

The Eastern Europe Marketing Research Services market size is forecast at $4.0 billion in 2026, up 2.9% from 2025, and projected to reach $4.5 billion by 2030, a 3.1% CAGR. Largest market: Russia (50% of 2026 sales).

EASTERN EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	2,248	2,266	2,343	2,522	2,612	2,865	3,005	3,219	3,397	3,546	3,750	3,875	3,989	4,508
Market Growth (%)		0.8%	3.4%	7.6%	3.6%	9.7%	4.9%	7.1%	5.5%	4.4%	5.8%	3.3%	2.9%	3.1%

EASTERN EUROPE MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Russia	1,211.2	1,216.6	1,222.5	1,274.4	1,317.1	1,405.7	1,477.0	1,567.0	1,664.0	1,761.4	1,887.0	1,937.8	1,984.5	2,181.0
Poland	303.8	314.5	346.2	377.5	396.7	427.7	450.9	513.1	521.0	536.2	564.2	594.1	621.5	732.0
Czech Republic	207.2	209.5	216.0	244.2	249.2	285.0	299.2	303.6	341.2	372.2	385.4	401.5	415.6	474.5
Romania	222.0	227.3	235.4	276.0	281.7	330.3	336.6	349.9	402.4	414.8	427.8	438.0	446.8	514.2
Hungary	94.0	89.3	91.0	99.8	105.8	118.1	122.8	138.1	136.9	137.4	141.3	144.3	148.6	170.6
Ukraine	75.8	70.9	73.4	78.3	79.8	86.2	86.6	93.2	61.8	68.5	72.2	74.7	77.2	93.1
Other Countries	133.8	137.9	158.3	171.5	182.1	211.9	232.2	253.7	269.4	255.1	272.4	284.6	294.8	342.4

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Russia		0.5%	0.5%	4.2%	3.4%	6.7%	5.1%	6.1%	6.2%	5.9%	7.1%	2.7%	2.4%	2.4%
Poland		3.5%	10.1%	9.0%	5.1%	7.8%	5.4%	13.8%	1.5%	2.9%	5.2%	5.3%	4.6%	4.2%
Czech Republic		1.1%	3.1%	13.0%	2.1%	14.4%	5.0%	1.5%	12.4%	9.1%	3.5%	4.2%	3.5%	3.4%
Romania		2.4%	3.6%	17.2%	2.1%	17.3%	1.9%	3.9%	15.0%	3.1%	3.1%	2.4%	2.0%	3.6%
Hungary		-5.0%	1.9%	9.6%	6.0%	11.6%	4.0%	12.5%	-0.9%	0.3%	2.8%	2.1%	3.0%	3.5%
Ukraine		-6.5%	3.5%	6.7%	1.9%	8.1%	0.4%	7.7%	-33.8%	10.9%	5.4%	3.5%	3.3%	4.8%
Other Countries		3.0%	14.8%	8.3%	6.2%	16.3%	9.6%	9.3%	6.2%	-5.3%	6.8%	4.5%	3.6%	3.8%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Russia	53.9%	53.7%	52.2%	50.5%	50.4%	49.1%	49.1%	48.7%	49.0%	49.7%	50.3%	50.0%	49.7%	48.4%
Poland	13.5%	13.9%	14.8%	15.0%	15.2%	14.9%	15.0%	15.9%	15.3%	15.1%	15.0%	15.3%	15.6%	16.2%
Czech Republic	9.2%	9.2%	9.2%	9.7%	9.5%	9.9%	10.0%	9.4%	10.0%	10.5%	10.3%	10.4%	10.4%	10.5%
Romania	9.9%	10.0%	10.0%	10.9%	10.8%	11.5%	11.2%	10.9%	11.8%	11.7%	11.4%	11.3%	11.2%	11.4%
Hungary	4.2%	3.9%	3.9%	4.0%	4.0%	4.1%	4.1%	4.3%	4.0%	3.9%	3.8%	3.7%	3.7%	3.8%
Ukraine	3.4%	3.1%	3.1%	3.1%	3.1%	3.0%	2.9%	2.9%	1.8%	1.9%	1.9%	1.9%	1.9%	2.1%
Other Countries	6.0%	6.1%	6.8%	6.8%	7.0%	7.4%	7.7%	7.9%	7.9%	7.2%	7.3%	7.3%	7.4%	7.6%

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Marketing Research Services

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NORTHERN EUROPE

The Northern Europe Marketing Research Services market size is forecast at $1.5 billion in 2026, up 3.1% from 2025, and projected to reach $1.7 billion by 2030, a 3.0% CAGR. Largest market: Sweden (47% of 2026 sales).

NORTHERN EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	1,169	1,195	1,161	1,184	1,229	1,344	1,356	1,380	1,344	1,365	1,414	1,459	1,505	1,693
Market Growth (%)		2.3%	-2.9%	2.0%	3.8%	9.4%	0.9%	1.7%	-2.6%	1.5%	3.6%	3.2%	3.1%	3.0%

NORTHERN EUROPE MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Sweden	525.0	556.3	509.8	519.4	556.0	622.6	631.0	651.4	628.9	642.4	663.1	684.3	706.9	800.0
Norway	199.9	194.2	192.6	195.0	202.2	216.2	209.4	203.2	201.5	201.5	208.8	214.7	220.7	244.9
Denmark	162.6	169.8	181.4	182.3	177.2	192.2	196.8	199.7	194.0	197.6	208.9	218.5	225.7	253.7
Finland	183.3	178.0	176.5	181.1	178.9	187.9	190.8	197.8	186.1	184.9	189.8	193.4	197.8	218.4
Lithuania	31.2	31.5	32.2	34.0	35.2	39.8	41.8	43.0	46.5	51.5	54.2	56.7	59.1	68.9
Latvia	27.1	26.1	26.6	28.5	29.9	31.4	30.8	32.4	34.0	34.1	34.9	36.2	37.5	43.3
Other Countries	39.4	39.5	41.7	43.8	49.6	54.3	55.8	52.6	53.3	52.9	53.8	55.2	56.7	64.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Sweden		5.9%	-8.4%	1.9%	7.0%	12.0%	1.4%	3.2%	-3.5%	2.1%	3.2%	3.2%	3.3%	3.1%
Norway		-2.8%	-0.8%	1.2%	3.7%	6.9%	-3.2%	-2.9%	-0.8%	0.0%	3.6%	2.8%	2.8%	2.6%
Denmark		4.4%	6.8%	0.5%	-2.8%	8.5%	2.4%	1.5%	-2.8%	1.8%	5.7%	4.6%	3.3%	3.0%
Finland		-2.9%	-0.8%	2.6%	-1.2%	5.0%	1.5%	3.7%	-5.9%	-0.6%	2.6%	1.9%	2.3%	2.5%
Lithuania		0.8%	2.3%	5.6%	3.4%	13.2%	5.1%	2.8%	8.2%	10.8%	5.2%	4.6%	4.2%	3.9%
Latvia		-3.9%	2.0%	7.0%	5.1%	4.8%	-1.8%	5.2%	4.9%	0.5%	2.2%	3.8%	3.5%	3.6%
Other Countries		0.4%	5.4%	5.1%	13.2%	9.5%	2.6%	-5.7%	1.4%	-0.8%	1.8%	2.5%	2.9%	3.2%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Sweden	44.9%	46.5%	43.9%	43.9%	45.2%	46.3%	46.5%	47.2%	46.8%	47.1%	46.9%	46.9%	47.0%	47.2%
Norway	17.1%	16.2%	16.6%	16.5%	16.5%	16.1%	15.4%	14.7%	15.0%	14.8%	14.8%	14.7%	14.7%	14.5%
Denmark	13.9%	14.2%	15.6%	15.4%	14.4%	14.3%	14.5%	14.5%	14.4%	14.5%	14.8%	15.0%	15.0%	15.0%
Finland	15.7%	14.9%	15.2%	15.3%	14.6%	14.0%	14.1%	14.3%	13.8%	13.5%	13.4%	13.3%	13.1%	12.9%
Lithuania	2.7%	2.6%	2.8%	2.9%	2.9%	3.0%	3.1%	3.1%	3.5%	3.8%	3.8%	3.9%	3.9%	4.1%
Latvia	2.3%	2.2%	2.3%	2.4%	2.4%	2.3%	2.3%	2.3%	2.5%	2.5%	2.5%	2.5%	2.5%	2.6%
Other Countries	3.4%	3.3%	3.6%	3.7%	4.0%	4.0%	4.1%	3.8%	4.0%	3.9%	3.8%	3.8%	3.8%	3.8%

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Marketing Research Services

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SOUTHEASTERN EUROPE

The Southeastern Europe Marketing Research Services market size is forecast at $915.2 million in 2026, up 4.3% from 2025, and projected to reach $1.1 billion by 2030, a 4.5% CAGR. Largest market: Turkey (49% of 2026 sales).

SOUTHEASTERN EUROPE MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	565	548	568	610	613	665	720	782	787	794	837	878	915	1,090
Market Growth (%)		-2.9%	3.5%	7.5%	0.5%	8.4%	8.3%	8.6%	0.6%	0.9%	5.5%	4.8%	4.3%	4.5%

SOUTHEASTERN EUROPE MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Turkey	243.5	238.4	245.6	274.2	281.3	299.5	333.8	386.6	388.6	385.8	407.2	428.7	448.9	545.5
Greece	80.7	75.9	74.0	75.9	67.1	70.3	75.1	77.8	75.1	77.9	81.3	84.4	87.0	97.8
Bulgaria	61.4	58.8	66.9	69.4	73.6	84.7	86.0	85.0	79.8	78.6	83.0	87.0	90.5	105.9
Croatia	45.0	43.8	43.9	45.1	45.6	48.6	53.6	54.5	56.8	57.9	61.4	64.4	66.9	77.9
Slovenia	28.9	27.6	26.7	27.6	27.9	30.2	30.4	32.3	33.0	33.5	34.8	35.8	37.0	42.5
Serbia	40.5	39.1	39.2	40.0	40.3	44.2	46.9	45.9	44.3	47.0	49.9	51.7	53.8	64.9
Other Countries	64.8	64.8	71.4	77.9	77.3	87.3	94.0	99.8	109.1	113.0	119.6	125.8	131.1	155.5

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Turkey		-2.1%	3.0%	11.7%	2.6%	6.5%	11.5%	15.8%	0.5%	-0.7%	5.5%	5.3%	4.7%	5.0%
Greece		-6.0%	-2.5%	2.5%	-11.5%	4.7%	6.9%	3.7%	-3.5%	3.7%	4.3%	3.8%	3.1%	3.0%
Bulgaria		-4.2%	13.8%	3.8%	6.0%	15.0%	1.6%	-1.2%	-6.1%	-1.6%	5.6%	4.8%	4.1%	4.0%
Croatia		-2.7%	0.2%	2.9%	1.0%	6.5%	10.4%	1.7%	4.2%	2.0%	6.0%	4.9%	3.9%	3.9%
Slovenia		-4.2%	-3.4%	3.4%	1.1%	8.2%	0.7%	6.0%	2.2%	1.7%	3.9%	2.8%	3.3%	3.5%
Serbia		-3.5%	0.1%	2.0%	0.9%	9.5%	6.3%	-2.3%	-3.4%	6.0%	6.1%	3.7%	4.1%	4.8%
Other Countries		0.0%	10.1%	9.1%	-0.8%	13.0%	7.7%	6.1%	9.3%	3.5%	5.9%	5.1%	4.2%	4.4%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Turkey	43.1%	43.5%	43.3%	44.9%	45.9%	45.1%	46.4%	49.4%	49.4%	48.6%	48.6%	48.8%	49.0%	50.1%
Greece	14.3%	13.8%	13.0%	12.4%	10.9%	10.6%	10.4%	10.0%	9.5%	9.8%	9.7%	9.6%	9.5%	9.0%
Bulgaria	10.9%	10.7%	11.8%	11.4%	12.0%	12.7%	11.9%	10.9%	10.1%	9.9%	9.9%	9.9%	9.9%	9.7%
Croatia	8.0%	8.0%	7.7%	7.4%	7.4%	7.3%	7.4%	7.0%	7.2%	7.3%	7.3%	7.3%	7.3%	7.1%
Slovenia	5.1%	5.0%	4.7%	4.5%	4.6%	4.5%	4.2%	4.1%	4.2%	4.2%	4.2%	4.1%	4.0%	3.9%
Serbia	7.2%	7.1%	6.9%	6.6%	6.6%	6.6%	6.5%	5.9%	5.6%	5.9%	6.0%	5.9%	5.9%	6.0%
Other Countries	11.5%	11.8%	12.6%	12.8%	12.6%	13.1%	13.1%	12.8%	13.9%	14.2%	14.3%	14.3%	14.3%	14.3%

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Marketing Research Services

AFRICA & MIDDLE EAST

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MIDDLE EAST
Saudi Arabia
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Israel
Iraq
Qatar
Kuwait
Oman
Lebanon
Jordan
Bahrain
Yemen
Syria
Palestine

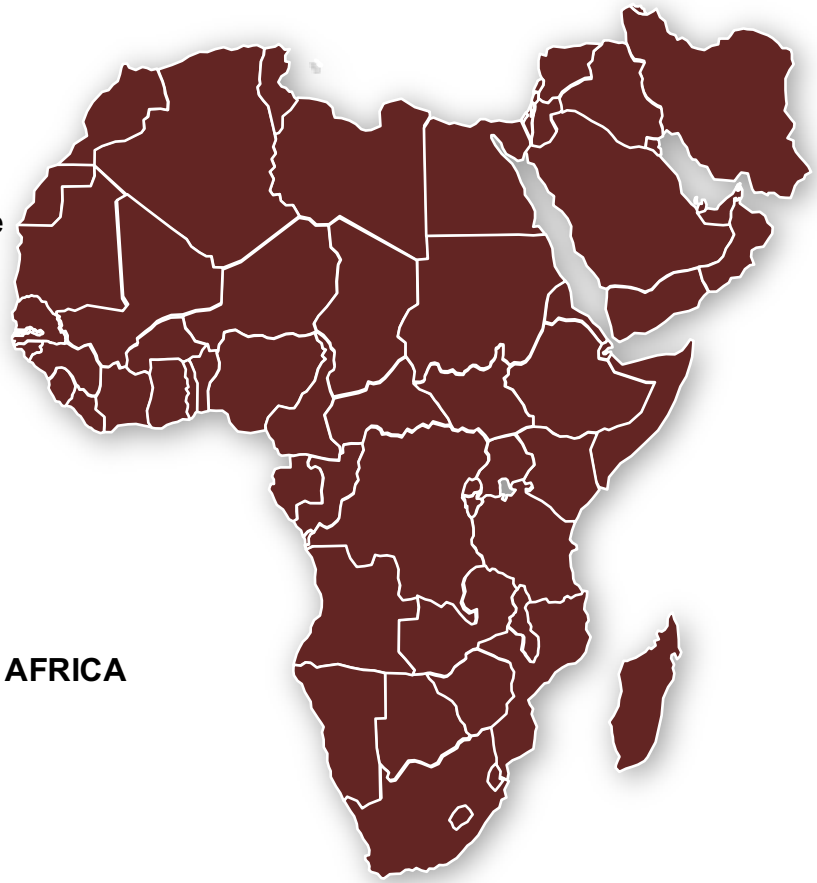
NORTH AFRICA
Egypt
Algeria
Morocco
Sudan
Tunisia
Libya
South Sudan

WESTERN AFRICA
Nigeria
Ghana
Ivory Coast
Senegal
Mali
Burkina Faso
Niger
Guinea
Benin
Mauritania
Togo
Sierra Leone
Liberia
Cape Verde
Gambia, The
Guinea-Bissau

CENTRAL AFRICA
Angola
Congo (DR)
Cameroon
Gabon
Congo
Equatorial Guinea
Chad
Central African Republic
Sao Tome and Principe

EASTERN AFRICA
Kenya
Ethiopia
Tanzania
Uganda
Zambia
Zimbabwe
Mozambique
Mauritius
Madagascar
Rwanda
Malawi
Eritrea
Burundi
Djibouti
Seychelles
Somalia
Comoros

SOUTHERN AFRICA
South Africa
Botswana
Namibia
Eswatini
Lesotho



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Marketing Research Services

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AFRICA & MIDDLE EAST

The Africa & Middle East Marketing Research Services market size is forecast at $4.2 billion in 2026, up 4.3% from 2025, and projected to reach $5.1 billion by 2030, a 4.9% CAGR. Largest subregion: Middle East (56% of 2026 sales).

AFRICA & MIDDLE EAST MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	2,707	2,679	2,775	2,843	2,957	3,281	3,547	3,594	3,598	3,647	3,824	4,031	4,203	5,095
Market Growth (%)		-1.0%	3.6%	2.4%	4.0%	11.0%	8.1%	1.3%	0.1%	1.4%	4.9%	5.4%	4.3%	4.9%

AFRICA & MIDDLE EAST MARKET SIZE BY SUBREGION

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
MIDDLE EAST	1,456	1,451	1,556	1,632	1,716	1,922	2,121	2,158	2,141	2,099	2,182	2,289	2,365	2,806
SOUTHERN AFRICA	140	135	134	133	131	132	113	112	112	114	117	120	124	139
NORTH AFRICA	275	257	249	246	245	256	260	250	242	242	251	267	281	347
EASTERN AFRICA	134	135	139	148	154	171	179	183	187	206	221	237	253	332
CENTRAL AFRICA	64	63	61	63	59	63	65	64	62	62	67	70	73	89

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
MIDDLE EAST		-0.3%	7.3%	4.9%	5.2%	12.0%	10.3%	1.7%	-0.8%	-1.9%	4.0%	4.9%	3.3%	4.4%
SOUTHERN AFRICA		-3.5%	-1.1%	-0.4%	-1.7%	1.2%	-14.6%	-0.8%	-0.7%	2.2%	2.8%	2.8%	2.6%	3.1%
NORTH AFRICA		-6.6%	-3.3%	-1.2%	-0.1%	4.5%	1.5%	-3.8%	-3.2%	0.1%	3.7%	6.3%	5.3%	5.4%
EASTERN AFRICA		0.6%	3.2%	6.4%	4.0%	11.2%	4.5%	2.2%	2.2%	10.3%	7.1%	7.4%	6.9%	7.0%
CENTRAL AFRICA		-1.3%	-2.8%	2.0%	-5.2%	6.8%	2.1%	-1.3%	-2.8%	0.4%	6.9%	5.2%	4.7%	5.0%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
MIDDLE EAST	53.8%	54.1%	56.1%	57.4%	58.0%	58.6%	59.8%	60.0%	59.5%	57.6%	57.1%	56.8%	56.3%	55.1%
SOUTHERN AFRICA	5.2%	5.0%	4.8%	4.7%	4.4%	4.0%	3.2%	3.1%	3.1%	3.1%	3.1%	3.0%	2.9%	2.7%
NORTH AFRICA	10.2%	9.6%	9.0%	8.6%	8.3%	7.8%	7.3%	7.0%	6.7%	6.6%	6.6%	6.6%	6.7%	6.8%
EASTERN AFRICA	4.9%	5.0%	5.0%	5.2%	5.2%	5.2%	5.0%	5.1%	5.2%	5.6%	5.8%	5.9%	6.0%	6.5%
CENTRAL AFRICA	2.4%	2.4%	2.2%	2.2%	2.0%	1.9%	1.8%	1.8%	1.7%	1.7%	1.7%	1.7%	1.7%	1.8%

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MIDDLE EAST

The Middle East Marketing Research Services market size is forecast at $2.4 billion in 2026, up 3.3% from 2025, and projected to reach $2.8 billion by 2030, a 4.4% CAGR.
Largest market: Israel (44% of 2026 sales).

MIDDLE EAST MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	1,456	1,451	1,556	1,632	1,716	1,922	2,121	2,158	2,141	2,099	2,182	2,289	2,365	2,806
Market Growth (%)		-0.3%	7.3%	4.9%	5.2%	12.0%	10.3%	1.7%	-0.8%	-1.9%	4.0%	4.9%	3.3%	4.4%

MIDDLE EAST MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Saudi Arabia	368.6	368.4	407.7	437.3	476.5	575.5	700.2	687.1	679.5	674.0	706.6	750.3	783.4	939.4
Iran	47.1	43.0	50.2	66.4	86.8	104.5	137.6	130.1	126.5	129.1	136.7	137.0	130.4	134.8
United Arab Emirates	135.1	135.1	141.7	148.7	140.8	142.2	143.8	138.2	136.1	140.7	149.5	160.7	167.7	206.5
Israel	635.3	642.7	692.5	725.1	751.0	842.1	898.6	952.7	958.3	927.6	957.5	1,001.5	1,049.7	1,265.4
Iraq	93.5	91.9	97.2	101.2	102.5	97.7	89.9	102.5	98.8	88.7	90.7	91.9	86.9	94.7
Qatar	33.0	34.5	32.4	31.1	30.2	32.5	32.3	31.6	32.8	32.5	34.0	35.5	32.9	34.6
Other Countries	143.0	135.1	134.8	122.1	128.4	128.1	118.2	115.3	109.0	106.8	107.4	112.0	114.0	130.2

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Saudi Arabia		-0.1%	10.7%	7.3%	9.0%	20.8%	21.7%	-1.9%	-1.1%	-0.8%	4.8%	6.2%	4.4%	4.6%
Iran		-8.6%	16.7%	32.3%	30.7%	20.3%	31.7%	-5.4%	-2.8%	2.1%	5.9%	0.2%	-4.8%	0.8%
United Arab Emirates		0.0%	4.8%	4.9%	-5.3%	1.0%	1.1%	-3.9%	-1.5%	3.4%	6.2%	7.5%	4.4%	5.3%
Israel		1.2%	7.7%	4.7%	3.6%	12.1%	6.7%	6.0%	0.6%	-3.2%	3.2%	4.6%	4.8%	4.8%
Iraq		-1.6%	5.7%	4.1%	1.3%	-4.7%	-7.9%	14.0%	-3.6%	-10.2%	2.3%	1.3%	-5.5%	2.2%
Qatar		4.7%	-6.3%	-4.0%	-2.8%	7.5%	-0.5%	-2.1%	3.6%	-0.9%	4.6%	4.5%	-7.3%	1.2%
Other Countries		-5.6%	-0.2%	-9.4%	5.2%	-0.2%	-7.7%	-2.5%	-5.4%	-2.0%	0.5%	4.3%	1.9%	3.4%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Saudi Arabia	25.3%	25.4%	26.2%	26.8%	27.8%	29.9%	33.0%	31.8%	31.7%	32.1%	32.4%	32.8%	33.1%	33.5%
Iran	3.2%	3.0%	3.2%	4.1%	5.1%	5.4%	6.5%	6.0%	5.9%	6.1%	6.3%	6.0%	5.5%	4.8%
United Arab Emirates	9.3%	9.3%	9.1%	9.1%	8.2%	7.4%	6.8%	6.4%	6.4%	6.7%	6.8%	7.0%	7.1%	7.4%
Israel	43.6%	44.3%	44.5%	44.4%	43.8%	43.8%	42.4%	44.2%	44.8%	44.2%	43.9%	43.8%	44.4%	45.1%
Iraq	6.4%	6.3%	6.2%	6.2%	6.0%	5.1%	4.2%	4.8%	4.6%	4.2%	4.2%	4.0%	3.7%	3.4%
Qatar	2.3%	2.4%	2.1%	1.9%	1.8%	1.7%	1.5%	1.5%	1.5%	1.5%	1.6%	1.6%	1.4%	1.2%
Other Countries	9.8%	9.3%	8.7%	7.5%	7.5%	6.7%	5.6%	5.3%	5.1%	5.1%	4.9%	4.9%	4.8%	4.6%

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Marketing Research Services

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NORTH AFRICA

The North Africa Marketing Research Services market size is forecast at $281.4 million in 2026, up 5.3% from 2025, and projected to reach $347.5 million by 2030, a 5.4% CAGR. Largest market: Egypt (51% of 2026 sales).

NORTH AFRICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	275	257	249	246	245	256	260	250	242	242	251	267	281	347
Market Growth (%)		-6.6%	-3.3%	-1.2%	-0.1%	4.5%	1.5%	-3.8%	-3.2%	0.1%	3.7%	6.3%	5.3%	5.4%

NORTH AFRICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Egypt	130.8	124.4	121.0	121.1	119.2	126.5	129.0	123.9	120.8	121.5	127.1	134.8	142.3	180.2
Algeria	64.7	59.4	56.8	56.3	56.9	60.3	60.5	59.4	57.3	56.1	59.5	62.7	65.9	78.0
Morocco	38.9	37.4	36.6	33.5	32.7	33.8	35.0	31.7	30.3	30.3	32.2	34.3	36.4	45.3
Sudan	13.0	11.8	10.9	11.5	11.3	11.8	11.5	11.6	11.1	11.1	8.8	9.2	9.4	12.4
Tunisia	15.0	14.1	14.4	14.5	15.4	17.4	17.6	17.4	16.6	16.9	17.5	18.2	18.9	21.2
Libya	12.0	9.3	8.3	8.0	8.9	5.6	5.5	5.3	5.0	5.1	5.4	6.4	6.9	8.4
South Sudan	0.8	0.8	0.9	0.8	0.9	1.0	1.0	1.0	1.1	1.3	1.0	1.5	1.6	1.9

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Egypt		-4.9%	-2.7%	0.1%	-1.6%	6.1%	2.0%	-4.0%	-2.5%	0.5%	4.6%	6.1%	5.5%	6.1%
Algeria		-8.3%	-4.4%	-0.7%	1.0%	5.9%	0.3%	-1.8%	-3.6%	-2.0%	5.9%	5.5%	5.1%	4.3%
Morocco		-4.0%	-2.1%	-8.6%	-2.2%	3.3%	3.4%	-9.3%	-4.4%	0.0%	6.0%	6.6%	6.2%	5.6%
Sudan		-8.9%	-8.2%	5.7%	-1.3%	4.5%	-2.5%	0.4%	-4.4%	0.5%	-21.2%	4.9%	2.0%	7.2%
Tunisia		-6.0%	1.9%	0.5%	6.3%	13.2%	1.2%	-1.3%	-4.3%	1.3%	3.8%	4.2%	3.4%	2.9%
Libya		-22.4%	-11.0%	-3.9%	12.1%	-37.8%	-1.5%	-3.6%	-5.5%	2.3%	6.4%	17.6%	8.0%	5.1%
South Sudan		2.5%	1.6%	-0.2%	3.1%	14.3%	3.9%	-3.4%	5.6%	26.5%	-23.9%	47.8%	5.4%	5.0%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Egypt	47.5%	48.4%	48.6%	49.3%	48.6%	49.3%	49.6%	49.5%	49.9%	50.1%	50.5%	50.5%	50.6%	51.9%
Algeria	23.5%	23.1%	22.8%	22.9%	23.2%	23.5%	23.2%	23.7%	23.6%	23.2%	23.6%	23.5%	23.4%	22.4%
Morocco	14.1%	14.5%	14.7%	13.6%	13.3%	13.2%	13.4%	12.7%	12.5%	12.5%	12.8%	12.8%	12.9%	13.0%
Sudan	4.7%	4.6%	4.4%	4.7%	4.6%	4.6%	4.4%	4.6%	4.6%	4.6%	3.5%	3.4%	3.3%	3.6%
Tunisia	5.5%	5.5%	5.8%	5.9%	6.3%	6.8%	6.8%	6.9%	6.9%	7.0%	7.0%	6.8%	6.7%	6.1%
Libya	4.4%	3.6%	3.3%	3.2%	3.6%	2.2%	2.1%	2.1%	2.1%	2.1%	2.2%	2.4%	2.5%	2.4%
South Sudan	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.6%	0.4%	0.6%	0.6%	0.6%

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Marketing Research Services

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WESTERN AFRICA

The Western Africa Marketing Research Services market size is forecast at $1.1 billion in 2026, up 5.6% from 2025, and projected to reach $1.4 billion by 2030, a 5.7% CAGR.
Largest market: Nigeria (74% of 2026 sales).

WESTERN AFRICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	639	638	636	622	652	736	810	827	855	923	986	1,048	1,107	1,381
Market Growth (%)		0.0%	-0.4%	-2.2%	4.8%	12.9%	10.1%	2.1%	3.3%	8.0%	6.8%	6.2%	5.6%	5.7%

WESTERN AFRICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Nigeria	520.7	521.0	515.8	501.7	527.7	582.6	645.2	639.7	652.7	691.2	735.0	776.8	818.8	1,009.8
Ghana	40.1	42.5	43.6	44.7	48.5	71.7	85.3	106.1	120.3	139.5	150.7	162.3	172.3	219.5
Ivory Coast	17.9	16.7	16.6	12.3	11.7	12.8	12.0	14.8	14.6	16.7	18.1	19.6	21.0	28.5
Senegal	16.5	15.9	15.5	16.5	16.1	16.7	15.9	16.1	16.6	18.8	20.3	22.3	23.1	27.6
Mali	7.2	7.3	8.1	8.0	7.8	8.2	8.2	8.3	8.4	9.2	9.8	10.5	11.2	14.4
Burkina Faso	5.1	5.2	5.3	5.6	5.7	6.4	6.1	6.0	6.3	7.3	7.8	8.3	8.8	11.1
Other Countries	31.0	29.6	31.2	33.0	34.2	37.2	37.4	36.4	35.9	40.8	44.5	48.0	51.6	70.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Nigeria		0.1%	-1.0%	-2.7%	5.2%	10.4%	10.7%	-0.9%	2.0%	5.9%	6.3%	5.7%	5.4%	5.4%
Ghana		5.8%	2.6%	2.5%	8.6%	47.8%	19.1%	24.3%	13.4%	16.0%	8.0%	7.7%	6.1%	6.2%
Ivory Coast		-6.7%	-0.9%	-25.6%	-5.3%	9.3%	-6.0%	23.6%	-1.7%	14.5%	8.2%	8.2%	7.5%	7.9%
Senegal		-3.3%	-2.8%	6.6%	-2.7%	3.7%	-4.7%	1.4%	3.0%	13.3%	8.3%	9.6%	3.5%	4.6%
Mali		2.2%	9.8%	-0.9%	-2.4%	5.4%	-0.3%	0.8%	1.7%	9.0%	7.2%	6.6%	6.8%	6.6%
Burkina Faso		1.5%	2.3%	5.7%	2.0%	12.1%	-3.8%	-2.2%	4.4%	15.5%	7.0%	6.7%	6.2%	6.1%
Other Countries		-4.5%	5.5%	5.8%	3.6%	8.7%	0.5%	-2.7%	-1.4%	13.7%	9.0%	7.9%	7.6%	8.0%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Nigeria	81.5%	81.6%	81.1%	80.7%	81.0%	79.2%	79.6%	77.3%	76.4%	74.9%	74.5%	74.1%	74.0%	73.1%
Ghana	6.3%	6.7%	6.9%	7.2%	7.4%	9.7%	10.5%	12.8%	14.1%	15.1%	15.3%	15.5%	15.6%	15.9%
Ivory Coast	2.8%	2.6%	2.6%	2.0%	1.8%	1.7%	1.5%	1.8%	1.7%	1.8%	1.8%	1.9%	1.9%	2.1%
Senegal	2.6%	2.5%	2.4%	2.7%	2.5%	2.3%	2.0%	1.9%	1.9%	2.0%	2.1%	2.1%	2.1%	2.0%
Mali	1.1%	1.2%	1.3%	1.3%	1.2%	1.1%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Burkina Faso	0.8%	0.8%	0.8%	0.9%	0.9%	0.9%	0.8%	0.7%	0.7%	0.8%	0.8%	0.8%	0.8%	0.8%
Other Countries	4.9%	4.6%	4.9%	5.3%	5.3%	5.1%	4.6%	4.4%	4.2%	4.4%	4.5%	4.6%	4.7%	5.1%

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CENTRAL AFRICA

The Central Africa Marketing Research Services market size is forecast at $73.4 million in 2026, up 4.7% from 2025, and projected to reach $89.2 million by 2030, a 5.0% CAGR. Largest market: Angola (43% of 2026 sales).

CENTRAL AFRICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	64	63	61	63	59	63	65	64	62	62	67	70	73	89
Market Growth (%)		-1.3%	-2.8%	2.0%	-5.2%	6.8%	2.1%	-1.3%	-2.8%	0.4%	6.9%	5.2%	4.7%	5.0%

CENTRAL AFRICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Angola	25.1	24.8	24.2	25.4	25.7	28.1	28.3	27.6	26.9	27.1	29.1	30.4	31.5	37.0
Congo (DR)	13.0	13.4	13.4	13.6	12.8	13.6	14.6	15.0	14.5	14.9	16.2	17.4	18.6	24.3
Cameroon	9.5	8.9	9.5	10.0	9.4	9.7	10.0	9.7	9.0	8.8	9.3	9.7	10.2	12.5
Gabon	4.7	4.6	4.3	4.3	3.9	4.1	4.1	4.0	4.0	4.0	4.2	4.4	4.5	5.3
Congo	4.3	4.2	3.3	3.4	2.2	2.6	2.4	2.5	2.4	2.3	2.4	2.5	2.6	3.2
Equatorial Guinea	2.9	2.6	2.5	2.3	2.2	2.3	2.2	2.0	2.2	2.2	2.2	2.1	2.1	2.2
Other Countries	4.6	4.6	4.2	3.5	3.0	3.1	3.1	3.1	3.1	3.1	3.3	3.6	3.8	4.7

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Angola		-1.1%	-2.5%	4.8%	1.4%	9.0%	1.0%	-2.7%	-2.7%	0.9%	7.2%	4.8%	3.6%	4.0%
Congo (DR)		3.6%	-0.5%	2.0%	-5.9%	5.9%	7.6%	2.6%	-3.4%	2.9%	8.3%	7.4%	7.2%	6.9%
Cameroon		-5.7%	6.3%	5.2%	-5.3%	2.9%	2.8%	-3.1%	-7.3%	-2.2%	5.7%	4.8%	4.6%	5.4%
Gabon		-2.0%	-6.2%	0.8%	-9.9%	3.9%	0.8%	-3.1%	1.0%	-1.5%	5.6%	4.2%	4.0%	4.1%
Congo		-2.1%	-21.3%	4.1%	-35.2%	15.3%	-7.4%	4.6%	-2.9%	-2.5%	4.3%	4.1%	4.1%	4.7%
Equatorial Guinea		-10.1%	-4.1%	-7.2%	-4.7%	2.2%	-3.8%	-6.3%	9.6%	-4.1%	3.1%	-4.7%	-1.4%	1.5%
Other Countries		0.1%	-7.9%	-16.1%	-14.9%	4.5%	-0.2%	-0.7%	-0.9%	1.1%	6.7%	7.0%	6.0%	5.6%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Angola	39.2%	39.3%	39.5%	40.5%	43.3%	44.2%	43.8%	43.2%	43.3%	43.4%	43.6%	43.4%	43.0%	41.4%
Congo (DR)	20.3%	21.3%	21.8%	21.8%	21.6%	21.5%	22.6%	23.5%	23.4%	23.9%	24.2%	24.8%	25.4%	27.2%
Cameroon	14.8%	14.1%	15.4%	15.9%	15.9%	15.3%	15.4%	15.1%	14.4%	14.1%	13.9%	13.9%	13.9%	14.1%
Gabon	7.3%	7.3%	7.0%	6.9%	6.6%	6.4%	6.3%	6.2%	6.5%	6.3%	6.3%	6.2%	6.2%	6.0%
Congo	6.7%	6.6%	5.3%	5.5%	3.7%	4.0%	3.6%	3.9%	3.9%	3.8%	3.7%	3.6%	3.6%	3.6%
Equatorial Guinea	4.6%	4.2%	4.1%	3.7%	3.7%	3.6%	3.4%	3.2%	3.6%	3.5%	3.3%	3.0%	2.8%	2.5%
Other Countries	7.2%	7.3%	6.9%	5.7%	5.1%	5.0%	4.9%	4.9%	5.0%	5.0%	5.0%	5.1%	5.2%	5.3%

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EASTERN AFRICA

The Eastern Africa Marketing Research Services market size is forecast at $253.1 million in 2026, up 6.9% from 2025, and projected to reach $331.7 million by 2030, a 7.0% CAGR. Largest market: Ethiopia (20% of 2026 sales).

EASTERN AFRICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	134	135	139	148	154	171	179	183	187	206	221	237	253	332
Market Growth (%)		0.6%	3.2%	6.4%	4.0%	11.2%	4.5%	2.2%	2.2%	10.3%	7.1%	7.4%	6.9%	7.0%

EASTERN AFRICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kenya	26.2	27.5	29.5	31.4	32.5	35.1	36.4	35.9	36.4	39.0	41.7	44.5	47.1	59.8
Ethiopia	25.1	24.5	24.3	27.6	28.2	34.4	34.0	33.8	34.5	38.0	41.9	46.5	51.4	74.3
Tanzania	12.3	12.5	12.4	13.0	13.6	14.7	15.6	15.8	15.8	16.7	18.0	19.3	20.7	27.7
Uganda	7.7	7.8	8.6	9.9	9.6	10.5	11.2	11.9	12.1	14.1	15.3	16.6	18.0	24.8
Zambia	8.8	8.4	9.6	8.2	11.1	13.4	14.9	16.8	17.9	19.9	21.1	22.2	23.5	29.7
Zimbabwe	18.5	18.2	17.9	18.5	18.2	18.6	19.8	20.2	21.5	23.6	24.5	26.7	28.4	35.1
Other Countries	35.4	35.7	36.6	39.3	40.7	44.3	46.8	48.0	48.3	54.6	58.0	61.0	64.0	80.3

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kenya		5.1%	7.2%	6.4%	3.5%	8.2%	3.6%	-1.3%	1.3%	7.2%	6.9%	6.6%	5.8%	6.2%
Ethiopia		-2.5%	-0.5%	13.4%	1.9%	22.2%	-1.3%	-0.4%	2.0%	10.0%	10.3%	10.9%	10.5%	9.7%
Tanzania		1.6%	-0.7%	4.5%	4.6%	8.5%	6.0%	1.7%	-0.3%	5.5%	7.7%	7.6%	7.2%	7.6%
Uganda		1.3%	10.3%	15.6%	-3.4%	9.6%	6.9%	5.6%	1.8%	17.0%	8.2%	8.4%	8.8%	8.3%
Zambia		-3.7%	14.5%	-14.9%	35.6%	19.9%	11.8%	12.2%	7.0%	10.7%	6.0%	5.5%	5.6%	6.1%
Zimbabwe		-1.3%	-1.9%	3.4%	-1.8%	2.2%	6.5%	2.4%	6.4%	9.6%	3.9%	9.2%	6.3%	5.4%
Other Countries		1.0%	2.4%	7.5%	3.6%	8.9%	5.6%	2.7%	0.6%	12.9%	6.4%	5.2%	4.9%	5.8%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Kenya	19.6%	20.4%	21.2%	21.2%	21.1%	20.6%	20.4%	19.7%	19.5%	19.0%	18.9%	18.8%	18.6%	18.0%
Ethiopia	18.8%	18.2%	17.5%	18.7%	18.3%	20.1%	19.0%	18.5%	18.5%	18.5%	19.0%	19.6%	20.3%	22.4%
Tanzania	9.2%	9.3%	8.9%	8.8%	8.8%	8.6%	8.7%	8.7%	8.5%	8.1%	8.1%	8.2%	8.2%	8.4%
Uganda	5.7%	5.8%	6.2%	6.7%	6.2%	6.1%	6.3%	6.5%	6.5%	6.9%	6.9%	7.0%	7.1%	7.5%
Zambia	6.5%	6.3%	6.9%	5.6%	7.2%	7.8%	8.4%	9.2%	9.6%	9.6%	9.6%	9.4%	9.3%	9.0%
Zimbabwe	13.8%	13.5%	12.9%	12.5%	11.8%	10.9%	11.1%	11.1%	11.5%	11.5%	11.1%	11.3%	11.2%	10.6%
Other Countries	26.4%	26.5%	26.3%	26.6%	26.5%	25.9%	26.2%	26.3%	25.9%	26.5%	26.3%	25.8%	25.3%	24.2%

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SOUTHERN AFRICA

The Southern Africa Marketing Research Services market size is forecast at $123.6 million in 2026, up 2.6% from 2025, and projected to reach $139.4 million by 2030, a 3.1% CAGR. Largest market: South Africa (88% of 2026 sales).

SOUTHERN AFRICA MARKET SIZE ($ MILLIONS)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Market Size ($ M)	140	135	134	133	131	132	113	112	112	114	117	120	124	139
Market Growth (%)		-3.5%	-1.1%	-0.4%	-1.7%	1.2%	-14.6%	-0.8%	-0.7%	2.2%	2.8%	2.8%	2.6%	3.1%

SOUTHERN AFRICA MARKET SIZE BY COUNTRY

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
South Africa	130.4	125.5	123.7	122.9	121.0	121.8	100.2	97.8	98.3	100.6	103.4	106.3	108.7	121.4
Botswana	5.5	5.3	5.4	5.5	5.3	5.7	5.6	5.5	5.3	5.4	5.4	5.5	5.8	7.3
Namibia	1.8	1.9	1.9	2.0	1.9	2.1	2.5	2.5	2.3	2.3	2.4	2.5	2.6	3.1
Eswatini	2.0	2.1	2.2	2.2	2.2	2.3	4.4	6.1	5.1	5.2	5.4	5.7	6.0	7.2
Lesotho	0.5	0.5	0.6	0.5	0.5	0.6	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5

Market Growth (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
South Africa		-3.8%	-1.5%	-0.6%	-1.6%	0.7%	-17.7%	-2.4%	0.6%	2.3%	2.7%	2.8%	2.3%	2.8%
Botswana		-3.4%	1.5%	2.5%	-3.1%	6.2%	-0.5%	-3.0%	-2.1%	1.9%	-0.8%	0.8%	6.0%	5.8%
Namibia		5.4%	3.0%	4.3%	-6.7%	13.1%	14.9%	-0.5%	-5.2%	-1.6%	5.9%	4.1%	3.7%	4.1%
Eswatini		2.9%	4.1%	2.3%	0.0%	4.5%	90.8%	39.1%	-16.4%	0.9%	5.2%	5.3%	5.3%	4.6%
Lesotho		7.7%	11.1%	-12.0%	3.1%	4.6%	-9.8%	-10.6%	-11.2%	0.9%	7.1%	3.1%	2.4%	2.6%

Market Share (%)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
South Africa	93.0%	92.8%	92.5%	92.3%	92.4%	92.0%	88.5%	87.1%	88.2%	88.3%	88.3%	88.3%	88.0%	87.1%
Botswana	3.9%	3.9%	4.0%	4.1%	4.1%	4.3%	5.0%	4.9%	4.8%	4.8%	4.6%	4.5%	4.7%	5.2%
Namibia	1.3%	1.4%	1.5%	1.5%	1.4%	1.6%	2.2%	2.2%	2.1%	2.0%	2.1%	2.1%	2.1%	2.2%
Eswatini	1.4%	1.5%	1.6%	1.7%	1.7%	1.7%	3.9%	5.4%	4.6%	4.5%	4.6%	4.7%	4.9%	5.2%
Lesotho	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%

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GLOBAL REGIONS

Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
THE AMERICAS	20,007	20,576	21,627	22,637	23,499	25,208	25,500	26,926	27,710	29,418	30,880	32,050	33,193	37,940
NORTH AMERICA	18,125	18,743	19,807	20,788	21,694	23,326	23,714	25,087	25,877	27,584	28,960	30,053	31,125	35,537
SOUTH AMERICA	1,382	1,309	1,270	1,275	1,234	1,283	1,233	1,288	1,267	1,261	1,321	1,379	1,428	1,661
CENTRAL AMERICA	337	366	393	420	416	444	413	415	434	433	452	468	485	564
CARIBBEAN	163	158	157	153	155	156	141	137	131	139	147	151	155	178
ASIA & OCEANIA	14,976	14,992	16,164	17,743	19,949	23,191	25,600	27,031	25,198	26,694	28,516	30,369	32,054	39,410
EASTERN ASIA	10,458	10,109	11,009	12,425	14,468	17,126	19,249	20,654	18,933	20,230	21,560	22,898	24,104	29,205
SOUTHERN ASIA	1,827	2,128	2,312	2,317	2,408	2,706	2,814	2,803	2,697	2,756	3,006	3,277	3,528	4,744
SOUTHEAST ASIA	2,054	2,106	2,201	2,326	2,393	2,650	2,797	2,794	2,774	2,875	3,083	3,288	3,480	4,356
AUSTRALASIA	522	532	523	551	552	567	583	606	614	622	640	662	684	782
CENTRAL ASIA	84	84	86	90	95	106	122	143	149	178	192	208	221	278
OTHER OCEANIA	31	32	33	33	33	36	36	32	31	32	34	36	38	44
EUROPE	13,548	13,516	13,865	14,650	15,230	16,603	17,056	17,679	17,611	18,016	18,738	19,597	20,143	22,611
WESTERN EUROPE	5,154	4,977	5,005	5,184	5,262	5,544	5,442	5,446	5,296	5,371	5,512	5,645	5,770	6,346
SOUTHERN EUROPE	1,467	1,419	1,444	1,490	1,450	1,534	1,476	1,477	1,482	1,523	1,590	1,643	1,687	1,871
UK & IRELAND	2,946	3,110	3,345	3,660	4,063	4,652	5,057	5,375	5,305	5,417	5,636	6,097	6,277	7,103
EASTERN EUROPE	2,248	2,266	2,343	2,522	2,612	2,865	3,005	3,219	3,397	3,546	3,750	3,875	3,989	4,508
NORTHERN EUROPE	1,169	1,195	1,161	1,184	1,229	1,344	1,356	1,380	1,344	1,365	1,414	1,459	1,505	1,693
SE EUROPE	565	548	568	610	613	665	720	782	787	794	837	878	915	1,090
AFRICA & MID. EAST	2,707	2,679	2,775	2,843	2,957	3,281	3,547	3,594	3,598	3,647	3,824	4,031	4,203	5,095
MIDDLE EAST	1,456	1,451	1,556	1,632	1,716	1,922	2,121	2,158	2,141	2,099	2,182	2,289	2,365	2,806
SOUTHERN AFRICA	140	135	134	133	131	132	113	112	112	114	117	120	124	139
NORTH AFRICA	275	257	249	246	245	256	260	250	242	242	251	267	281	347
EASTERN AFRICA	134	135	139	148	154	171	179	183	187	206	221	237	253	332
CENTRAL AFRICA	64	63	61	63	59	63	65	64	62	62	67	70	73	89

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
WORLD	51,239	51,763	54,431	57,872	61,636	68,285	71,704	75,230	74,117	77,776	81,958	86,047	89,593	105,056
THE AMERICAS	20,007	20,576	21,627	22,637	23,499	25,208	25,500	26,926	27,710	29,418	30,880	32,050	33,193	37,940
NORTH AMERICA	18,125	18,743	19,807	20,788	21,694	23,326	23,714	25,087	25,877	27,584	28,960	30,053	31,125	35,537
United States	16,834	17,506	18,552	19,503	20,392	21,910	22,325	23,707	24,484	26,195	27,512	28,556	29,586	33,808
Canada	1,288.4	1,233.7	1,252.4	1,282.8	1,299.6	1,414.3	1,386.3	1,378.1	1,392.0	1,387.4	1,446.1	1,495.1	1,537.1	1,727.1
Bermuda	1.8	1.6	1.5	1.5	1.4	1.4	1.2	1.1	1.0	1.0	1.1	1.1	1.2	1.3
Greenland	1.0	0.9	1.0	0.9	0.8	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.8
SOUTH AMERICA	1,382	1,309	1,270	1,275	1,234	1,283	1,233	1,288	1,267	1,261	1,321	1,379	1,428	1,661
Brazil	766.4	712.0	676.4	674.5	657.1	694.6	692.0	737.2	718.2	724.7	765.5	796.1	821.6	943.6
Argentina	232.4	225.1	226.1	227.4	210.0	211.1	170.1	169.5	169.9	165.0	166.6	176.7	185.2	224.6
Colombia	105.4	100.2	96.6	94.8	93.9	95.9	90.9	95.8	100.3	99.8	103.6	108.0	111.9	130.5
Chile	84.5	83.3	83.9	86.8	87.7	93.2	97.1	100.5	97.9	96.8	101.4	105.5	109.4	126.3
Peru	43.0	44.3	46.8	49.9	50.3	54.4	55.4	57.0	54.8	50.5	53.4	56.1	58.4	68.2
Venezuela	55.4	51.5	46.3	43.2	36.8	30.2	29.8	30.1	29.8	29.6	31.8	32.8	34.6	41.7
Ecuador	27.0	25.9	25.8	26.4	27.0	27.3	23.8	22.5	22.3	22.3	22.4	23.6	24.5	28.6
Uruguay	32.8	32.4	34.0	38.0	37.0	40.6	40.7	41.8	42.2	40.3	42.5	44.0	45.4	52.0
Paraguay	11.9	11.6	11.3	11.8	11.8	12.5	13.0	12.6	11.3	11.0	11.8	12.7	13.4	16.3
Bolivia	15.5	15.4	15.8	16.3	16.3	16.8	13.1	14.3	14.2	14.5	14.7	14.8	14.5	15.4
French Guiana	1.9	1.8	1.8	1.8	1.7	1.8	1.7	1.7	1.6	1.7	1.7	1.8	1.9	2.1
Guyana	1.5	1.4	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.6	2.3	2.8	3.3	5.9
Suriname	3.9	3.7	3.8	3.1	3.2	3.4	4.0	3.8	3.6	3.5	3.6	3.7	3.9	5.6
CENTRAL AMERICA	337	366	393	420	416	444	413	415	434	433	452	468	485	564
Mexico	208.8	236.3	262.2	280.3	280.7	300.6	277.3	278.0	296.9	293.0	303.6	310.5	319.6	363.2
Guatemala	34.8	34.7	35.2	36.4	36.3	38.7	38.4	37.5	34.6	34.5	36.6	38.7	40.7	49.7
Panama	27.3	27.7	27.9	29.1	28.0	30.2	25.7	27.5	28.6	29.9	31.4	33.3	35.0	43.2
Costa Rica	35.9	37.7	38.5	43.8	41.7	43.7	43.4	43.6	46.3	47.5	50.5	53.7	56.3	68.0
El Salvador	11.8	11.5	11.3	11.7	11.5	12.0	11.0	11.3	11.4	11.5	12.0	12.7	13.3	15.8
Honduras	11.7	11.5	11.6	11.8	11.7	12.1	11.2	11.3	10.9	11.3	11.9	12.6	13.2	16.0
Nicaragua	5.4	5.5	5.7	6.0	5.3	5.1	4.6	4.7	4.7	4.8	5.1	5.4	5.7	6.9
Belize	1.1	1.1	1.0	1.0	1.0	1.1	0.9	0.9	0.8	0.8	0.9	0.9	1.0	1.1

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
CARIBBEAN	163	158	157	153	155	156	141	137	131	139	147	151	155	178
Puerto Rico	40.7	39.4	38.3	37.0	36.4	37.5	31.9	31.3	30.4	32.2	34.0	34.3	34.7	37.3
Cuba	51.2	49.8	49.7	47.9	48.7	49.1	43.1	42.0	39.4	42.9	45.0	46.7	48.0	55.3
Dominican Republic	26.7	26.6	27.4	28.0	30.3	28.5	28.5	27.7	26.8	27.8	29.8	30.9	32.5	40.8
Trinidad and Tobago	6.5	6.4	6.2	6.2	6.0	6.2	6.0	5.5	5.1	5.5	5.8	5.9	6.1	7.0
Jamaica	6.2	5.9	5.8	5.7	5.6	5.7	4.8	4.8	4.7	4.8	4.9	5.0	5.0	5.4
The Bahamas	5.8	5.5	4.9	4.6	4.4	4.0	4.1	3.9	3.8	3.8	4.0	4.1	4.3	4.9
Guadeloupe	3.5	3.4	3.4	3.2	3.2	3.3	2.9	2.8	2.6	2.8	2.9	3.0	3.1	3.4
Haiti	4.8	4.5	4.5	4.6	4.6	4.8	4.7	4.4	4.3	4.6	4.5	4.5	4.4	4.7
Martinique	3.5	3.4	3.4	3.5	3.3	3.6	3.4	3.4	3.2	3.5	3.7	3.8	4.0	4.6
Cayman Islands	1.9	1.8	1.8	1.8	1.7	1.8	1.8	1.7	1.6	1.7	1.8	1.9	1.9	2.2
Barbados	3.3	2.9	2.7	2.6	2.3	2.2	1.9	1.8	1.8	1.9	2.0	2.1	2.2	2.5
Virgin Islands	1.7	1.7	1.6	1.5	1.5	1.5	1.3	1.3	1.2	1.3	1.3	1.4	1.4	1.6
Aruba	1.2	1.1	1.1	1.1	1.1	1.1	1.0	0.9	0.9	0.9	1.0	1.1	1.2	1.3
Curaçao	1.4	1.4	1.4	1.3	1.4	1.4	1.2	1.2	1.2	1.3	1.3	1.4	1.4	1.6
St Lucia	1.2	1.3	1.1	1.1	1.2	1.6	1.7	1.6	1.5	1.6	1.8	1.8	1.9	2.1
Antigua and Barbuda	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.2
British Virgin Islands	0.7	0.7	0.6	0.5	0.6	0.8	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8
Grenada	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Turks & Caicos Isl.	0.3	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5
St Kitts and Nevis	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
Sint Maarten (Dutch)	0.6	0.5	0.5	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
Saint Martin (French)	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
St Vincent & Grenadines	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Dominica	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3
Anguilla	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
ASIA & OCEANIA	14,976	14,992	16,164	17,743	19,949	23,191	25,600	27,031	25,198	26,694	28,516	30,369	32,054	39,410
EASTERN ASIA	10,458	10,109	11,009	12,425	14,468	17,126	19,249	20,654	18,933	20,230	21,560	22,898	24,104	29,205
China	6,862.6	6,624.7	7,547.1	8,968.6	11,062.3	13,599.0	15,748.9	17,315.7	15,791.7	16,877.8	18,097.6	19,308.9	20,411.2	25,098.5
Japan	2,217.7	2,166.7	2,122.0	2,098.9	2,051.3	2,097.5	2,065.1	1,941.1	1,816.7	1,941.7	1,981.0	2,038.4	2,079.3	2,242.6
South Korea	914.7	867.9	888.6	901.4	901.9	954.6	973.0	950.8	910.9	973.6	1,014.7	1,042.1	1,075.5	1,226.4
Taiwan	323.6	312.6	312.5	314.2	311.7	325.4	313.1	303.4	281.2	305.3	328.3	362.4	386.0	461.6
Hong Kong	136.0	133.1	134.7	137.8	137.3	145.5	144.4	137.4	127.5	126.2	132.3	139.2	144.4	166.4
Mongolia	3.7	4.0	3.9	3.6	3.9	4.4	4.6	5.2	5.1	5.9	6.3	6.8	7.3	9.3

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
SOUTHERN ASIA	1,827	2,128	2,312	2,317	2,408	2,706	2,814	2,803	2,697	2,756	3,006	3,277	3,528	4,744
India	1,685.1	1,983.6	2,162.0	2,154.5	2,244.7	2,526.4	2,621.6	2,607.2	2,496.6	2,561.9	2,800.9	3,061.2	3,300.2	4,459.0
Pakistan	61.3	62.4	65.0	70.7	70.5	77.4	86.1	88.2	97.3	92.8	97.3	102.0	107.0	132.4
Bangladesh	46.6	46.6	48.0	51.2	52.4	56.9	59.2	59.1	57.3	59.8	63.7	67.0	71.0	92.6
Sri Lanka	17.5	18.4	19.6	21.4	22.0	24.9	27.0	29.6	27.2	23.1	24.7	26.3	27.4	32.7
Nepal	8.2	8.5	8.4	9.4	9.2	10.0	10.0	9.6	9.2	9.4	10.0	10.6	11.0	13.8
Afghanistan	5.7	5.6	5.7	5.7	5.4	6.2	6.1	4.5	3.9	4.0	4.1	4.3	4.5	5.5
Maldives	2.0	2.4	2.8	2.8	2.7	3.0	2.7	2.9	3.2	3.2	3.4	3.6	3.7	4.5
Bhutan	0.7	0.8	0.9	1.0	1.1	1.3	1.6	1.9	2.0	2.1	2.3	2.5	2.7	3.7
SOUTHEAST ASIA	2,054	2,106	2,201	2,326	2,393	2,650	2,797	2,794	2,774	2,875	3,083	3,288	3,480	4,356
Indonesia	824.7	853.9	904.4	976.3	1,001.1	1,107.8	1,198.2	1,191.2	1,191.2	1,257.7	1,348.6	1,440.3	1,531.1	1,960.2
Thailand	312.2	324.5	322.7	329.8	344.0	387.7	383.8	376.6	367.0	371.7	390.8	406.8	418.2	478.5
Singapore	248.4	233.0	245.0	250.8	253.9	291.2	320.9	344.0	345.5	358.3	385.2	411.0	430.8	506.2
Malaysia	250.4	263.7	277.0	296.3	307.4	331.0	342.5	338.0	329.5	334.6	359.2	383.9	407.0	505.7
Philippines	135.6	138.9	143.1	147.1	150.4	164.2	168.5	171.5	172.0	175.9	189.8	201.4	212.3	275.5
Vietnam	241.4	249.5	263.9	278.0	287.4	315.0	327.7	318.5	317.3	325.6	355.6	390.1	422.9	561.9
Burma	22.7	24.2	25.8	27.4	28.2	31.2	32.9	32.5	31.4	31.3	31.7	31.6	33.0	38.4
Cambodia	10.9	11.1	11.7	12.4	12.8	14.1	13.3	12.7	12.0	12.0	13.0	13.8	14.6	18.4
Laos	3.3	3.6	3.6	3.7	3.9	4.2	4.5	4.4	4.3	4.5	4.8	5.1	5.3	6.4
Brunei	3.9	3.6	3.4	3.4	3.2	3.4	3.7	3.6	3.4	3.5	3.8	3.8	4.0	4.7
East Timor	0.3	0.5	0.5	0.5	0.5	0.7	0.7	0.5	0.3	0.3	0.4	0.4	0.4	0.5
AUSTRALASIA	522	532	523	551	552	567	583	606	614	622	640	662	684	782
Australia	401.4	409.6	408.1	437.2	433.9	444.3	451.5	472.0	485.0	490.4	506.3	525.0	542.3	620.1
New Zealand	120.2	122.8	114.5	114.1	118.1	122.4	131.1	134.2	128.7	131.6	134.1	136.7	141.3	162.3
CENTRAL ASIA	84	84	86	90	95	106	122	143	149	178	192	208	221	278
Kazakhstan	52.3	50.4	50.5	46.9	49.9	55.0	65.1	77.0	73.4	84.7	90.8	98.2	104.1	126.6
Uzbekistan	12.4	14.0	15.8	21.0	24.0	28.2	33.5	40.7	49.5	65.3	71.1	77.8	83.9	111.1
Turkmenistan	14.3	14.6	14.5	16.8	16.2	17.6	17.4	19.5	19.4	20.3	21.5	22.6	23.5	27.1
Kyrgyzstan	2.9	3.0	2.9	3.4	3.3	3.7	3.9	4.3	5.3	5.4	6.2	7.0	7.5	9.8
Tajikistan	2.2	2.1	1.9	2.3	1.6	1.7	1.6	1.6	1.7	1.9	2.1	2.3	2.5	3.2

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
OTHER OCEANIA	31	32	33	33	33	36	36	32	31	32	34	36	38	44
Papua New Guinea	15.6	15.5	15.7	15.8	15.5	16.8	17.2	15.4	15.1	15.7	16.7	17.9	18.8	22.6
New Caledonia	4.2	4.4	4.8	4.9	5.0	5.4	5.5	4.7	4.7	4.8	5.1	5.2	5.4	6.2
Guam	3.0	3.2	3.4	3.4	3.5	3.7	3.8	3.3	3.2	3.3	3.5	3.6	3.7	4.2
French Polynesia	2.9	2.8	2.9	3.1	2.9	3.2	2.9	2.7	2.7	2.8	2.9	3.0	3.1	3.5
Fiji	2.4	2.5	2.6	2.5	2.4	2.4	2.1	1.8	1.9	1.9	2.1	2.2	2.2	2.6
N. Mariana Islands	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Solomon Islands	0.7	0.7	0.8	0.8	0.8	0.9	0.9	0.8	0.8	0.8	0.8	0.9	0.9	1.1
Vanuatu	0.7	0.8	0.8	0.9	0.9	1.0	1.0	0.9	0.9	1.0	1.0	1.1	1.1	1.3
Samoa	0.4	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4
American Samoa	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Tonga	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Micronesia	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Cook Islands	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Palau	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
Marshall Islands	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kiribati	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
EUROPE	13,548	13,516	13,865	14,650	15,230	16,603	17,056	17,679	17,611	18,016	18,738	19,597	20,143	22,611
WESTERN EUROPE	5,154	4,977	5,005	5,184	5,262	5,544	5,442	5,446	5,296	5,371	5,512	5,645	5,770	6,346
Germany	2,197.4	2,092.8	2,094.3	2,166.2	2,225.2	2,336.6	2,283.6	2,292.4	2,229.0	2,247.6	2,286.4	2,329.7	2,378.8	2,604.8
France	1,587.3	1,549.7	1,551.6	1,619.5	1,636.8	1,736.1	1,696.7	1,716.8	1,691.1	1,738.4	1,796.2	1,842.8	1,883.5	2,072.5
Netherlands	505.0	498.5	512.6	537.9	539.7	569.7	577.5	563.5	541.6	533.5	551.3	571.1	585.4	648.9
Switzerland	377.9	361.4	362.6	364.3	359.0	367.5	368.2	357.2	333.0	333.4	345.5	355.9	365.1	407.0
Belgium	260.9	257.3	260.6	271.3	273.6	294.7	288.2	289.3	277.2	290.3	300.0	308.1	314.3	345.2
Austria	180.0	171.7	176.3	176.6	183.0	196.9	190.6	187.8	178.5	180.4	183.1	187.3	191.1	209.3
Luxembourg	40.8	40.5	41.7	42.9	39.9	36.7	31.8	34.3	40.8	43.1	44.3	45.3	46.6	53.0
Monaco	3.4	3.3	3.5	3.8	3.7	4.1	3.5	3.6	3.3	3.4	3.5	3.6	3.7	4.1
Liechtenstein	1.5	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.2	1.2	1.2	1.3	1.3	1.5
SOUTHERN EUROPE	1,467	1,419	1,444	1,490	1,450	1,534	1,476	1,477	1,482	1,523	1,590	1,643	1,687	1,871
Italy	768.8	730.4	745.7	746.6	708.6	735.8	715.3	710.2	701.1	715.4	737.1	753.2	766.9	828.1
Spain	548.8	545.9	553.3	592.0	588.1	623.6	581.8	584.9	595.5	616.5	651.8	681.1	704.3	795.3
Portugal	130.8	123.3	122.0	124.8	125.7	140.1	147.3	146.8	150.2	154.8	161.6	167.4	172.8	194.7
Malta	15.9	17.2	21.1	24.5	25.8	32.1	29.5	32.8	33.0	34.0	36.9	39.0	41.0	50.2
Andorra	1.1	1.1	1.2	1.2	1.1	1.1	1.0	0.9	0.9	0.9	0.9	0.9	1.0	1.1
San Marino	1.1	0.9	1.0	1.0	0.9	1.0	1.0	1.1	1.1	1.2	1.2	1.2	1.3	1.4

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
UK & IRELAND	2,946	3,110	3,345	3,660	4,063	4,652	5,057	5,375	5,305	5,417	5,636	6,097	6,277	7,103
United Kingdom	2,110.9	2,189.9	2,367.9	2,426.5	2,574.0	2,840.4	2,941.9	2,963.1	2,909.8	2,877.9	2,973.7	3,062.7	3,127.3	3,457.9
Ireland	834.8	920.3	977.1	1,233.5	1,489.2	1,811.8	2,115.5	2,411.8	2,395.6	2,539.4	2,662.0	3,034.5	3,150.0	3,645.1
EASTERN EUROPE	2,248	2,266	2,343	2,522	2,612	2,865	3,005	3,219	3,397	3,546	3,750	3,875	3,989	4,508
Russia	1,211.2	1,216.6	1,222.5	1,274.4	1,317.1	1,405.7	1,477.0	1,567.0	1,664.0	1,761.4	1,887.0	1,937.8	1,984.5	2,181.0
Poland	303.8	314.5	346.2	377.5	396.7	427.7	450.9	513.1	521.0	536.2	564.2	594.1	621.5	732.0
Czech Republic	207.2	209.5	216.0	244.2	249.2	285.0	299.2	303.6	341.2	372.2	385.4	401.5	415.6	474.5
Romania	222.0	227.3	235.4	276.0	281.7	330.3	336.6	349.9	402.4	414.8	427.8	438.0	446.8	514.2
Hungary	94.0	89.3	91.0	99.8	105.8	118.1	122.8	138.1	136.9	137.4	141.3	144.3	148.6	170.6
Ukraine	75.8	70.9	73.4	78.3	79.8	86.2	86.6	93.2	61.8	68.5	72.2	74.7	77.2	93.1
Slovakia	59.3	59.3	64.0	64.5	62.1	66.0	64.6	61.0	61.0	57.2	59.6	61.1	62.2	70.3
Belarus	31.0	35.4	51.3	63.4	74.7	92.5	114.0	134.2	133.2	106.6	113.5	116.9	119.8	131.6
Azerbaijan	13.8	12.7	12.3	11.9	12.7	15.1	14.9	15.3	16.5	18.4	19.6	20.2	20.9	24.2
Georgia	12.6	13.0	12.6	12.8	13.7	16.4	16.6	20.8	31.4	39.4	44.1	48.1	51.3	65.8
Armenia	10.0	10.0	10.0	10.2	10.1	11.5	12.0	12.3	17.5	23.0	24.8	27.0	28.8	36.7
Moldova	7.2	7.5	8.1	8.7	8.7	10.3	10.1	10.1	9.8	10.6	10.8	11.3	11.7	13.9
NORTHERN EUROPE	1,169	1,195	1,161	1,184	1,229	1,344	1,356	1,380	1,344	1,365	1,414	1,459	1,505	1,693
Sweden	525.0	556.3	509.8	519.4	556.0	622.6	631.0	651.4	628.9	642.4	663.1	684.3	706.9	800.0
Norway	199.9	194.2	192.6	195.0	202.2	216.2	209.4	203.2	201.5	201.5	208.8	214.7	220.7	244.9
Denmark	162.6	169.8	181.4	182.3	177.2	192.2	196.8	199.7	194.0	197.6	208.9	218.5	225.7	253.7
Finland	183.3	178.0	176.5	181.1	178.9	187.9	190.8	197.8	186.1	184.9	189.8	193.4	197.8	218.4
Lithuania	31.2	31.5	32.2	34.0	35.2	39.8	41.8	43.0	46.5	51.5	54.2	56.7	59.1	68.9
Latvia	27.1	26.1	26.6	28.5	29.9	31.4	30.8	32.4	34.0	34.1	34.9	36.2	37.5	43.3
Estonia	26.9	26.7	27.5	30.1	33.1	37.0	39.6	37.0	38.5	36.8	37.6	38.5	39.5	44.5
Iceland	12.5	12.9	14.2	13.7	16.5	17.3	16.1	15.6	14.8	16.1	16.2	16.7	17.2	19.8
SE EUROPE	565	548	568	610	613	665	720	782	787	794	837	878	915	1,090
Turkey	243.5	238.4	245.6	274.2	281.3	299.5	333.8	386.6	388.6	385.8	407.2	428.7	448.9	545.5
Greece	80.7	75.9	74.0	75.9	67.1	70.3	75.1	77.8	75.1	77.9	81.3	84.4	87.0	97.8
Bulgaria	61.4	58.8	66.9	69.4	73.6	84.7	86.0	85.0	79.8	78.6	83.0	87.0	90.5	105.9
Croatia	45.0	43.8	43.9	45.1	45.6	48.6	53.6	54.5	56.8	57.9	61.4	64.4	66.9	77.9
Slovenia	28.9	27.6	26.7	27.6	27.9	30.2	30.4	32.3	33.0	33.5	34.8	35.8	37.0	42.5
Serbia	40.5	39.1	39.2	40.0	40.3	44.2	46.9	45.9	44.3	47.0	49.9	51.7	53.8	64.9
Cyprus	22.8	22.0	28.5	34.1	35.2	42.2	49.2	53.7	58.7	60.4	64.1	67.7	70.6	83.6
Bosnia & Herzegov.	14.0	14.0	13.6	13.5	13.5	14.6	14.9	15.5	16.4	17.0	18.0	18.6	19.3	22.6
Albania	6.5	6.7	7.0	7.2	6.6	7.2	7.1	7.3	7.6	8.4	8.9	9.4	9.8	11.8
Macedonia	11.9	12.7	13.3	14.1	12.9	13.9	14.2	14.8	15.9	16.3	17.2	18.1	18.9	22.4
Kosovo	5.8	5.7	5.5	5.6	5.6	5.9	5.4	5.1	6.6	6.7	7.1	7.5	7.9	9.6
Montenegro	3.8	3.7	3.5	3.5	3.5	3.6	3.3	3.2	4.0	4.1	4.3	4.5	4.7	5.6

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
AFRICA & MID. EAST	2,707	2,679	2,775	2,843	2,957	3,281	3,547	3,594	3,598	3,647	3,824	4,031	4,203	5,095
MIDDLE EAST	1,456	1,451	1,556	1,632	1,716	1,922	2,121	2,158	2,141	2,099	2,182	2,289	2,365	2,806
Saudi Arabia	368.6	368.4	407.7	437.3	476.5	575.5	700.2	687.1	679.5	674.0	706.6	750.3	783.4	939.4
Iran	47.1	43.0	50.2	66.4	86.8	104.5	137.6	130.1	126.5	129.1	136.7	137.0	130.4	134.8
United Arab Emirates	135.1	135.1	141.7	148.7	140.8	142.2	143.8	138.2	136.1	140.7	149.5	160.7	167.7	206.5
Israel	635.3	642.7	692.5	725.1	751.0	842.1	898.6	952.7	958.3	927.6	957.5	1,001.5	1,049.7	1,265.4
Iraq	93.5	91.9	97.2	101.2	102.5	97.7	89.9	102.5	98.8	88.7	90.7	91.9	86.9	94.7
Qatar	33.0	34.5	32.4	31.1	30.2	32.5	32.3	31.6	32.8	32.5	34.0	35.5	32.9	34.6
Kuwait	58.5	56.3	58.6	44.9	53.4	53.3	51.8	50.7	48.2	47.4	47.7	50.2	50.5	56.3
Oman	15.3	15.5	15.6	15.5	13.7	13.7	13.2	11.9	9.9	9.6	10.0	10.4	10.9	13.2
Lebanon	12.4	12.4	12.0	12.2	11.2	10.0	6.9	6.8	6.4	6.1	5.8	6.1	6.4	7.3
Jordan	16.7	14.9	14.6	14.9	15.3	16.9	17.0	16.2	15.7	15.6	16.3	17.0	17.7	20.9
Bahrain	16.2	16.3	16.3	18.2	18.7	18.0	13.6	14.2	14.8	14.4	15.1	15.9	16.0	18.3
Yemen	8.3	4.9	4.0	3.5	3.4	3.6	3.6	3.5	3.4	3.3	3.3	3.3	3.4	4.1
Syria	7.8	7.3	6.8	6.7	6.6	6.6	6.4	6.3	5.6	5.6	5.2	5.5	5.8	6.6
Palestine	7.8	7.4	6.8	6.2	6.1	6.1	5.8	5.8	5.0	4.9	3.9	3.5	3.4	3.5
NORTH AFRICA	275	257	249	246	245	256	260	250	242	242	251	267	281	347
Egypt	130.8	124.4	121.0	121.1	119.2	126.5	129.0	123.9	120.8	121.5	127.1	134.8	142.3	180.2
Algeria	64.7	59.4	56.8	56.3	56.9	60.3	60.5	59.4	57.3	56.1	59.5	62.7	65.9	78.0
Morocco	38.9	37.4	36.6	33.5	32.7	33.8	35.0	31.7	30.3	30.3	32.2	34.3	36.4	45.3
Sudan	13.0	11.8	10.9	11.5	11.3	11.8	11.5	11.6	11.1	11.1	8.8	9.2	9.4	12.4
Tunisia	15.0	14.1	14.4	14.5	15.4	17.4	17.6	17.4	16.6	16.9	17.5	18.2	18.9	21.2
Libya	12.0	9.3	8.3	8.0	8.9	5.6	5.5	5.3	5.0	5.1	5.4	6.4	6.9	8.4
South Sudan	0.8	0.8	0.9	0.8	0.9	1.0	1.0	1.0	1.1	1.3	1.0	1.5	1.6	1.9
WESTERN AFRICA	639	638	636	622	652	736	810	827	855	923	986	1,048	1,107	1,381
Nigeria	520.7	521.0	515.8	501.7	527.7	582.6	645.2	639.7	652.7	691.2	735.0	776.8	818.8	1,009.8
Ghana	40.1	42.5	43.6	44.7	48.5	71.7	85.3	106.1	120.3	139.5	150.7	162.3	172.3	219.5
Ivory Coast	17.9	16.7	16.6	12.3	11.7	12.8	12.0	14.8	14.6	16.7	18.1	19.6	21.0	28.5
Senegal	16.5	15.9	15.5	16.5	16.1	16.7	15.9	16.1	16.6	18.8	20.3	22.3	23.1	27.6
Mali	7.2	7.3	8.1	8.0	7.8	8.2	8.2	8.3	8.4	9.2	9.8	10.5	11.2	14.4
Burkina Faso	5.1	5.2	5.3	5.6	5.7	6.4	6.1	6.0	6.3	7.3	7.8	8.3	8.8	11.1
Niger	3.7	3.9	4.1	4.3	4.4	4.8	5.0	5.0	5.0	5.9	6.6	7.2	7.7	10.3
Guinea	7.6	8.3	8.9	9.3	9.4	9.6	8.9	8.5	8.7	9.9	10.7	11.6	12.8	19.6
Benin	5.2	4.5	4.3	4.5	4.6	4.8	4.8	4.9	5.0	5.3	5.8	6.3	6.9	9.3
Mauritania	3.8	3.8	4.0	4.4	4.8	5.0	5.2	4.8	4.2	4.4	4.8	5.0	5.3	6.7
Togo	5.8	4.4	5.6	6.1	6.7	8.3	8.6	8.7	8.6	10.0	10.9	11.7	12.5	16.1
Sierra Leone	1.5	1.5	1.5	1.5	1.5	1.7	1.7	1.6	1.6	1.8	1.9	2.0	2.1	2.6
Liberia	0.9	0.8	0.7	0.6	0.6	0.6	0.8	0.6	0.6	0.6	0.7	0.7	0.8	1.0

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Marketing Research Services market size by country and region, 2014-2030, in $ millions, with 2026 and 2030 forecasts.

Market Size ($ M)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026 fcst	2030 fcst
Cape Verde	1.2	1.1	0.8	0.7	0.6	0.6	0.6	0.6	0.6	0.7	0.8	0.9	0.9	1.2
Gambia, The	0.6	0.7	0.6	0.8	0.8	1.0	1.0	0.9	0.8	1.2	1.3	1.4	1.5	2.0
Guinea-Bissau	0.6	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	1.0	1.0	1.1	1.2	1.5
CENTRAL AFRICA	64	63	61	63	59	63	65	64	62	62	67	70	73	89
Angola	25.1	24.8	24.2	25.4	25.7	28.1	28.3	27.6	26.9	27.1	29.1	30.4	31.5	37.0
Congo (DR)	13.0	13.4	13.4	13.6	12.8	13.6	14.6	15.0	14.5	14.9	16.2	17.4	18.6	24.3
Cameroon	9.5	8.9	9.5	10.0	9.4	9.7	10.0	9.7	9.0	8.8	9.3	9.7	10.2	12.5
Gabon	4.7	4.6	4.3	4.3	3.9	4.1	4.1	4.0	4.0	4.0	4.2	4.4	4.5	5.3
Congo	4.3	4.2	3.3	3.4	2.2	2.6	2.4	2.5	2.4	2.3	2.4	2.5	2.6	3.2
Equatorial Guinea	2.9	2.6	2.5	2.3	2.2	2.3	2.2	2.0	2.2	2.2	2.2	2.1	2.1	2.2
Chad	4.0	3.9	3.6	2.9	2.4	2.5	2.4	2.4	2.4	2.4	2.6	2.8	3.0	3.7
C. African Republic	0.5	0.6	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.8
Sao Tome & Principe	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
EASTERN AFRICA	134	135	139	148	154	171	179	183	187	206	221	237	253	332
Kenya	26.2	27.5	29.5	31.4	32.5	35.1	36.4	35.9	36.4	39.0	41.7	44.5	47.1	59.8
Ethiopia	25.1	24.5	24.3	27.6	28.2	34.4	34.0	33.8	34.5	38.0	41.9	46.5	51.4	74.3
Tanzania	12.3	12.5	12.4	13.0	13.6	14.7	15.6	15.8	15.8	16.7	18.0	19.3	20.7	27.7
Uganda	7.7	7.8	8.6	9.9	9.6	10.5	11.2	11.9	12.1	14.1	15.3	16.6	18.0	24.8
Zambia	8.8	8.4	9.6	8.2	11.1	13.4	14.9	16.8	17.9	19.9	21.1	22.2	23.5	29.7
Zimbabwe	18.5	18.2	17.9	18.5	18.2	18.6	19.8	20.2	21.5	23.6	24.5	26.7	28.4	35.1
Mozambique	6.1	6.0	5.9	6.0	6.2	6.6	6.6	6.2	5.8	5.7	6.0	6.1	6.2	7.7
Mauritius	5.7	5.8	5.9	6.2	6.2	6.6	6.9	6.9	6.6	6.9	7.4	7.7	8.1	9.7
Madagascar	6.0	5.6	5.5	6.3	6.1	6.5	6.5	6.4	6.4	7.2	7.7	8.0	8.4	10.5
Rwanda	3.7	4.2	4.4	4.8	5.2	5.8	7.3	8.2	9.1	12.1	13.3	14.4	15.7	21.6
Malawi	7.3	7.5	7.8	8.2	8.7	9.6	9.9	10.3	10.3	11.3	11.8	12.2	12.6	14.9
Eritrea	0.8	0.8	0.9	1.0	1.0	1.1	1.1	1.2	1.2	1.4	1.4	1.4	1.4	1.5
Burundi	1.4	1.4	1.5	1.6	1.7	1.9	2.0	2.1	2.1	2.3	2.4	2.6	2.7	3.3
Djibouti	1.2	1.3	1.5	1.6	1.6	1.6	1.5	1.7	1.4	1.6	1.7	1.8	2.0	2.6
Seychelles	0.6	0.7	0.7	0.9	1.0	1.2	1.3	1.6	1.8	2.0	2.1	2.2	2.3	2.7
Somalia	2.1	2.0	2.1	2.3	2.5	2.8	2.9	3.0	3.1	3.4	3.6	3.7	3.9	4.7
Comoros	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.8	0.8	0.8	1.0
SOUTHERN AFRICA	140	135	134	133	131	132	113	112	112	114	117	120	124	139
South Africa	130.4	125.5	123.7	122.9	121.0	121.8	100.2	97.8	98.3	100.6	103.4	106.3	108.7	121.4
Botswana	5.5	5.3	5.4	5.5	5.3	5.7	5.6	5.5	5.3	5.4	5.4	5.5	5.8	7.3
Namibia	1.8	1.9	1.9	2.0	1.9	2.1	2.5	2.5	2.3	2.3	2.4	2.5	2.6	3.1
Eswatini	2.0	2.1	2.2	2.2	2.2	2.3	4.4	6.1	5.1	5.2	5.4	5.7	6.0	7.2
Lesotho	0.5	0.5	0.6	0.5	0.5	0.6	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5

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Marketing Research Services

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TOP 25 COUNTRIES BY MARKET SIZE

The 25 largest Marketing Research Services markets by 2026 sales, with 2030 forecasts and growth rates. Together they make up 90% of global sales.

LARGEST COUNTRY MARKETS, 2026 AND 2030 FORECAST

1. United States: $29.6 billion in 2026, projected to reach $33.8 billion by 2030 (3.4% CAGR), 33.0% of global sales.
2. China: $20.4 billion in 2026, projected to reach $25.1 billion by 2030 (5.3% CAGR), 22.8% of global sales.
3. India: $3.3 billion in 2026, projected to reach $4.5 billion by 2030 (7.8% CAGR), 3.7% of global sales.
4. Ireland: $3.2 billion in 2026, projected to reach $3.6 billion by 2030 (3.7% CAGR), 3.5% of global sales.
5. United Kingdom: $3.1 billion in 2026, projected to reach $3.5 billion by 2030 (2.5% CAGR), 3.5% of global sales.
6. Germany: $2.4 billion in 2026, projected to reach $2.6 billion by 2030 (2.3% CAGR), 2.7% of global sales.
7. Japan: $2.1 billion in 2026, projected to reach $2.2 billion by 2030 (1.9% CAGR), 2.3% of global sales.
8. Russia: $2.0 billion in 2026, projected to reach $2.2 billion by 2030 (2.4% CAGR), 2.2% of global sales.
9. France: $1.9 billion in 2026, projected to reach $2.1 billion by 2030 (2.4% CAGR), 2.1% of global sales.
10. Canada: $1.5 billion in 2026, projected to reach $1.7 billion by 2030 (3.0% CAGR), 1.7% of global sales.
11. Indonesia: $1.5 billion in 2026, projected to reach $2.0 billion by 2030 (6.4% CAGR), 1.7% of global sales.
12. South Korea: $1.1 billion in 2026, projected to reach $1.2 billion by 2030 (3.3% CAGR), 1.2% of global sales.
13. Israel: $1.0 billion in 2026, projected to reach $1.3 billion by 2030 (4.8% CAGR), 1.2% of global sales.
14. Brazil: $821.6 million in 2026, projected to reach $943.6 million by 2030 (3.5% CAGR), 0.9% of global sales.
15. Nigeria: $818.8 million in 2026, projected to reach $1.0 billion by 2030 (5.4% CAGR), 0.9% of global sales.
16. Saudi Arabia: $783.4 million in 2026, projected to reach $939.4 million by 2030 (4.6% CAGR), 0.9% of global sales.
17. Italy: $766.9 million in 2026, projected to reach $828.1 million by 2030 (1.9% CAGR), 0.9% of global sales.
18. Sweden: $706.9 million in 2026, projected to reach $800.0 million by 2030 (3.1% CAGR), 0.8% of global sales.
19. Spain: $704.3 million in 2026, projected to reach $795.3 million by 2030 (3.1% CAGR), 0.8% of global sales.
20. Poland: $621.5 million in 2026, projected to reach $732.0 million by 2030 (4.2% CAGR), 0.7% of global sales.
21. Netherlands: $585.4 million in 2026, projected to reach $648.9 million by 2030 (2.6% CAGR), 0.7% of global sales.
22. Australia: $542.3 million in 2026, projected to reach $620.1 million by 2030 (3.4% CAGR), 0.6% of global sales.
23. Turkey: $448.9 million in 2026, projected to reach $545.5 million by 2030 (5.0% CAGR), 0.5% of global sales.
24. Romania: $446.8 million in 2026, projected to reach $514.2 million by 2030 (3.6% CAGR), 0.5% of global sales.
25. Singapore: $430.8 million in 2026, projected to reach $506.2 million by 2030 (4.1% CAGR), 0.5% of global sales.

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