esomar

# Top Insight Companies

# 2026

Published by Esomar, Amsterdam, The Netherlands

For further information, please call +31 20 664 2141 or email intelligenceunit@esomar.org

ISBN: 978-90-8347098-6

# Table of Contents

## 1. Industry overview

The insights industry during 2025 was characterised by tempered growth amid an uncertain landscape that pushed for restrained investment. The conservative positions the industry took earlier did not materialise, at least not at the levels these investment companies would have preferred. Eager to activate their dry powder in new investments, these companies continued to hold and wait for future tailwinds to emerge. Industry observers, who expected last year to be when investment finally resumed, saw some progress in terms of increased M&A deals. However, they are now making peace with the idea that investment may, instead, remain moderate for the near future.

The fundamental diversity in business approaches in the industry gave rise to separate rankings of top companies to show players in similar or analogous areas. As such, this publication will present the 20 largest companies in:

- the market research sector, composed of full-service research firms and those sample panel providers that are an integral part of their activity;
- the software research sector, composed of subscription software firms dedicated to DaaS, SaaS, CRMs and the like, such as digital data providers, social listening and communities companies, self-serve research providers and enterprise feedback management firms;
- the business services sector, characterised by consultancy, business services and industry reports;
- and, naturally, we will delve into the behaviour of the insights industry as a whole, with a look at the Global Top 50 Insights Companies for the year 2025.

Esomar Global Top 20 Market Research Companies 2026

Esomar Global Top 20 Research Software Companies 2026

Esomar Global Top 20 Business Services Companies 2026

Esomar Global Top 50 Insights Companies 2026

## 1.1. Global insights turnover

An official figure for global insights turnover for 2025 will be published in Esomar's Global Market Research 2026 report, which is expected in September. In the meantime, preliminary calculations for the market share of the Global Top 50 Insights Companies are calculated by combining the expected turnover for 2025, as published in Esomar's Global Market Research 2025 for the market research sector, with data provided by Esomar's partner Outsell for the remaining sectors.

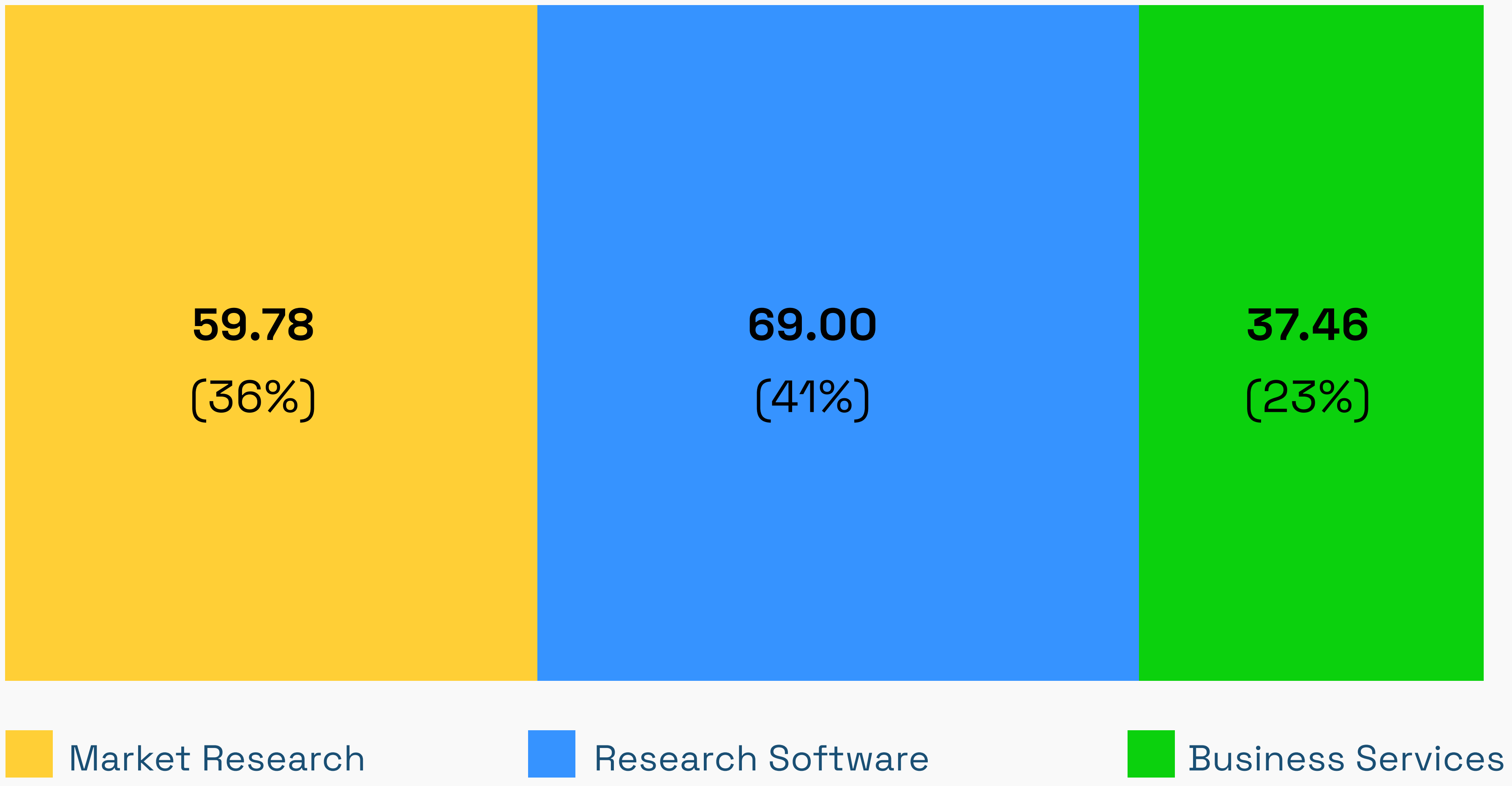
The resulting expected turnover for 2025 is US$166 billion:

- The global market research sector had a turnover of US$60 bn, representing 36% of the global turnover.
- The research software sector had a turnover of US$69 bn, with a global share of 41%.
- The business services sector, composed of consultancy and business services firms, had a global value of US$37 bn and a global share of 23%.

Please note that this is to be validated by the September 2026 edition of Esomar's Global Market Research report.

This information enables us to estimate the share of Esomar's Global Top 50 Insights Companies to remain at 50% (US$82.7 bn). This figure is similar to 2024 and 2023, showing remarkable stability despite the dynamic situation of the market below the top positions.

### Preliminary turnover of the Insights Industry 2025, US$ bn (%)




Sources: Global Market Research 2025 and Esomar (please see the Methodology section)

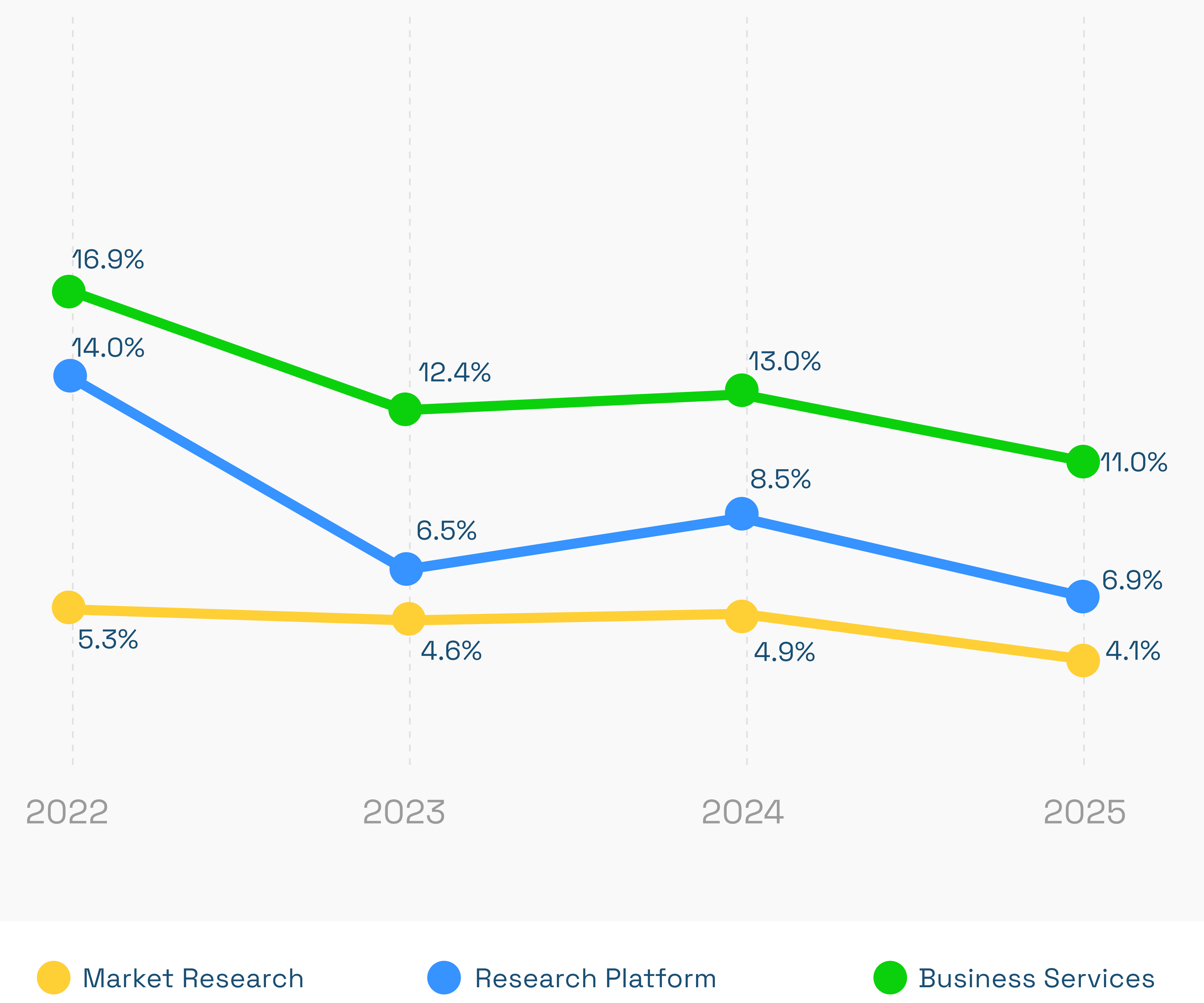
## 1.2. The engine of growth

Despite showing moderate growth, the industry continues to favour platforms and software companies and subscription-based services. As such, global growth of the research software sector has outpaced that of the market research software sector and continued to do so in 2025.

Despite an atmosphere of macroeconomic uncertainty, which has continued thus far in 2026, each of the sectors managed to sustain its 2025 level of growth to a large extent. Time will tell whether this growth rate heralds a future of more realistic expectations for the technological explosion of recent years.

The weakest link within the market research sector was the sample panel providers—a sector in the midst of reinventing itself but still holding relevant panel quality concerns, including respondent fraud, and the rise of certain advancements in artificial intelligence. Full-service firms appear to be the segment that pulls the overall market research sector above global inflation (expected at around 3%), bringing the sector's growth to 4.1%. The fastest-growing segments in 2025, however, were digital data analytics at 13.4% and the overall consulting and business services sector at 6.9%.

Industry growth per sector (%)




Sources: Values for the market research sector extrapolated from the Global Market Research 2025 and Esomar

## 1.3. Consolidation of players

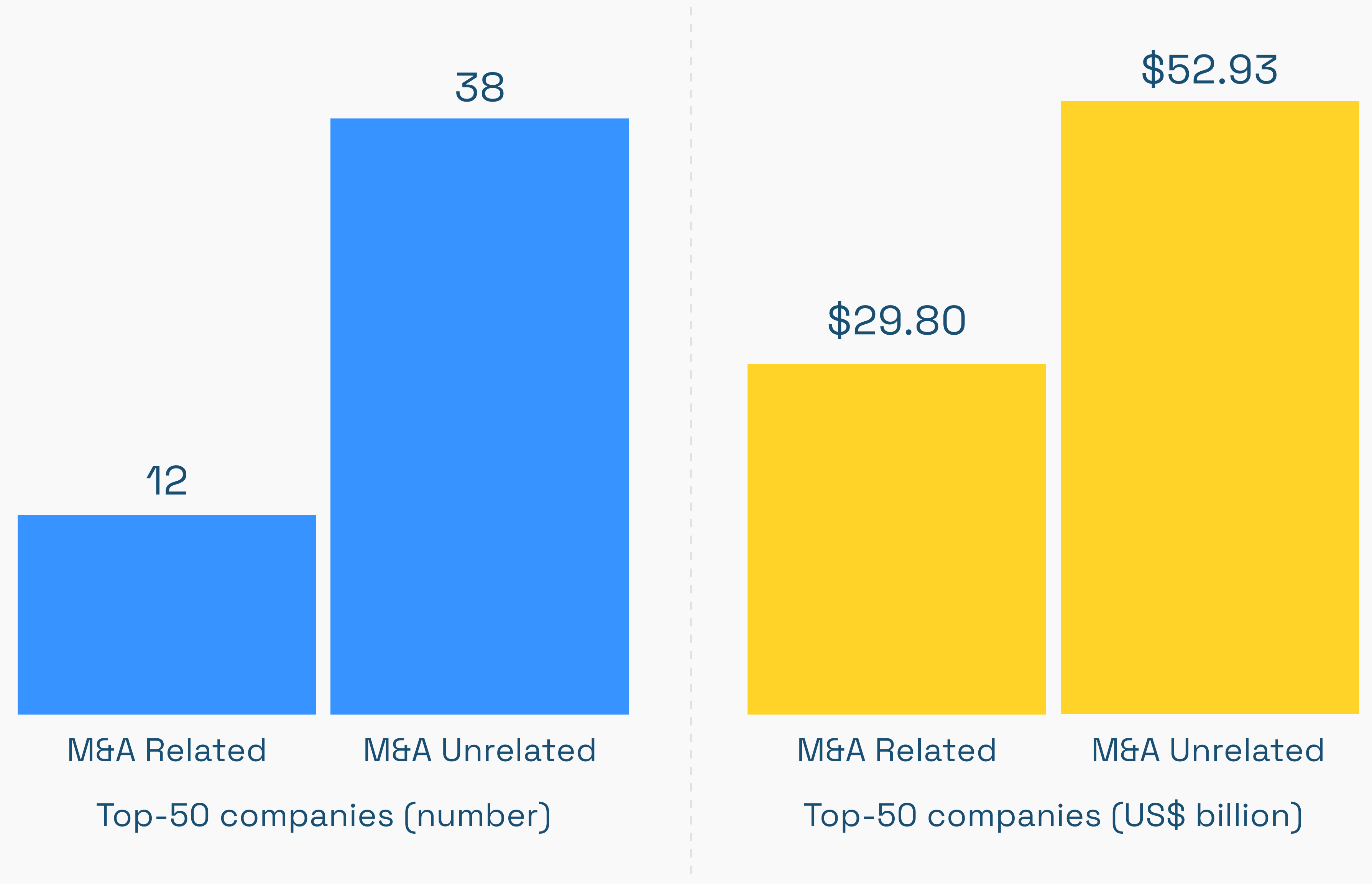
After recording what was probably the year of the lowest consolidation in the industry in 2024, it appears that the Top 50 companies have made a comeback. Eleven of the top 50 largest companies globally were involved in any meaningful level of mergers and acquisitions.  While the world continued to grapple with relatively high inflation and the subsequent high interest rates, overall investment in the industry recovered compared to 2024. However, the investors remain hopeful for better, more stable times before transferring any more assets.

In that spirit, 2026 started with an increase in the movement of investments across the industry, signalling that circumstances had improved compared to a year earlier.

In 2025, just over a fifth of the overall top 50 companies engaged in significant investments, mergers and/or acquisitions, representing 36% of the total turnover generated by the top 50 companies. This level of industrial consolidation is slightly lower than in 2023 (which, itself, was around half of the level observed in 2022).

2026 is expected to resume industrial consolidation as the industry continues to diversify its portfolio as well as divest other business divisions as considered strategically appropriate.

M&A in the Insights Industry, 2025




Source: Outsell

## 2. Sectoral rankings

While Esomar categorises the insights industry as a unified entity, the truth is that the companies that constitute it engage in vastly different business practices. To aid in the comparison of such disparate ecosystems, Esomar created a series of Global Top 20 rankings for each of the sectors in the industry—market research, research software and consultancy and business services—to be read in conjunction with the complete Global Top 50 Insights Companies.

The Global Top 20 companies in the second-largest (though undoubtedly most representative) sector of the insights industry—market research—show continued linear growth over 2025 of 5.8%, surpassing that of their own segment (4.1%). The largest three companies maintain their market share at 49%, fully reflecting the merger between NIQ and GfK.

The Global Top 20 research software companies grew by 10.6%, which is roughly at the same rate as their overall sector (11.0%). This is particularly thanks to companies such as Klaviyo, Zeta Global, HubSpot, Lightspeed and Sprout Social, all of which surpassed their sectoral growth once again.

Lastly, the Global Top 20 business services companies grew slightly slower than their sector, at 5.3%; this includes fast-growing companies like CoStar Group, Booz Allen Hamilton, Wood Mackenzie and GlobalData.

### Market research

- IQVIA, with a partial turnover of US$6,200 million and a growth rate of 6.38%
- NIQ, with a total turnover of US$4,198 million and a growth rate of 5.68%
- Nielsen, with a total turnover of US$3,594 and a growth rate of 5.70%

### Research software

- Adobe, with a partial turnover of US$5,864 and a growth rate of 9.28%
- Salesforce, with a partial turnover of US$5,428 and a growth rate of 2.78%
- HubSpot, with a total turnover of US$3,131 million and a growth rate of 19.17%

### Business Services

- Gartner, with a total turnover of US$6,497 million and a growth rate of 2.50%
- CoStar Group, with a total turnover of US$3,247 and a growth rate of 18.67%
- S&P Global, with a partial turnover of US$ 2,480 and a growth rate of 2.26%

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

With a combined turnover of US$28.4 billion and a linear growth rate of 5.8 %, the Global Top 20 Market Research Companies show overall positive results from all companies, with higher-than-inflation growth for three of the largest companies and some surprising positive growth for some companies like AlphaSights, YouGov and Norstat.

All in all, growth for the top 20 market research companies surpasses that of their sector (4.1%), though they remain below the overall expected growth of the industry (7.5%). Together, the Top 20 represented an estimated 47.5% of the global share within the sector in 2025.

Just two companies, Dynata and CINT AB, representing 2.9 % of the total Top 20 turnover, reported negative growth (substantially less than last year).

Conversely, the remaining 97% of the Top 20 turnover is composed of companies with positive growth, three of which presented double-digit growth. These three fast-growing companies, with a combined share of 4.6 % among this reduced ranking, are AlphaSights, YouGov and Norstat.

Compared to 2024, the top 10 shifted due to the positive growth of two companies, namely AlphaSights and YouGov, thus superseding Dynata and INTAGE, respectively.

### Global Top-20 Market Research Companies

**1st — IQVIA**

| 2025 Turnover USD (M) *(Partial) | Growth (2024-2025) | Sectorial Market Share |
|---|---|---|
| 6,200 | 6.38% | 10.37% |

**2nd — NIQ**

| | |
|---|---|
| 2025 Turnover USD (M) *(Total) | 4,198 |
| Growth (2024-2025) | 5.68% |
| Sectorial Market Share | 7.02% |

**3rd — Nielsen**

| | |
|---|---|
| 2025 Turnover USD (M) *(Total) | 3,594 |
| Growth (2024-2025) | 5.70% |
| Sectorial Market Share | 6.01% |

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

# Global Top-20 Market Research Companies

| Rank | Company Name | 2025 Turnover (US$ M) | Growth 2024/25 | Sectorial Market Share | Fastest Growing in the Sector | Rank in the Top 50 | Main Segments Active in |
|---|---|---|---|---|---|---|---|
| 1 | IQVIA | 6,200 (Partial) | 6.38% | 10.37% | 6th | 2nd | Established Market Research, Digital Data Analytics, and Industry Reports & Research |
| 2 | NIQ | 4,198 (Total) | 5.68% | 7.02% | 9th | 5th | Established Market Research, Digital Data Analytics |
| 3 | Nielsen | 3,594 (Total) | 5.70% | 6.01% | 8th | 6th | Established Market Research, Digital Data Analytics |
| 4 | Ipsos^ | 2,940 (Total) | 0.60%^^ | 4.92% | 16th | 9th | Established Market Research, Digital Data Analytics, and Sample Panel Providers |
| 5 | Kantar^ | 2,806 (Total) | 0.29% | 4.69% | 18th | 10th | Established Market Research, Sample Panel Providers, and Self-serve Research Platforms |
| 6 | Circana | 2,703 (Total) | 6.00% | 4.52% | 7th | 11th | Established Market Research, Sample Panel Providers |
| 7 | Gerson Lehrman Group (GLG) | 758 (Total) | 4.60% | 1.27% | 13th | 34th | Established Market Research, Self-serve Research Platforms |
| 8 | Alphasights | 672 (Total) | 14.98% | 1.12% | 2nd | 38th | Established Market Research, Digital Data Analytics |
| 9 | Dynata | 640 (Total) | -6.57% | 1.07% | 20th | 39th | Sample Panel Providers, Social Listening and Communities, and Established Market Research |
| 10 | YouGov^ | 522 (Total) | 21.30% | 0.87% | 1st | 40th | Established Market Research, Self-serve Research Platforms |
| 11 | INTAGE | 464 (Total) | 7.15% | 0.78% | 5th | 44th | Established Market Research |
| 12 | dunnhumby | 455 (Total) | 4.98% | 0.76% | 11th | 45th | Established Market Research |
| 13 | Prodege^ | 410 (Total) | 7.89% | 0.69% | 4th | 50th | Sample Panel Providers |
| 14 | Abt Associates | 380 (Total) | 4.70% | 0.64% | 12th | - | Established Market Research |
| 15 | American Institutes for Research (AIR) | 360 (Total) | 3.45% | 0.60% | 15th | - | Established Market Research |
| 16 | Comscore | 358 (Total) | 0.42% | 0.60% | 17th | - | Established Market Research, Digital Data Analytics, and Social Listening and Communities |
| 17 | Macromill Group | 355 (Total) | 3.68% | 0.59% | 14th | - | Established Market Research |
| 18 | Escalent | 285 (Total) | 5.56% | 0.48% | 10th | - | Established Market Research |
| 19 | CINT AB | 175 (Total) | -2.61% | 0.29% | 19th | - | Sample Panel Providers |
| 20 | Norstat Group^ | 107 (Total) | 10.77% | 0.18% | 3rd | - | Sample Panel Providers |

Total: Total Company Turnover
Partial: Only insights-related turnover
^ Esomar Corporate Member
^^ Organic Growth rate

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

The Global Top 20 Research Software Companies represent a share of 44% of the total sector, in line with last year. This is a sign that the long tail of smaller players in this sector remains strong and able to maintain the growth rate of the larger players. It is also a sign of the general lack of consolidation in the industry throughout the year, as explained earlier.

No company in this ranking reported negative growth, with the smallest growth rate reported as 1.5% for Cision AB.

The positive growth of the research software sector, expected at around 11%, shows the quick development of companies. Up to five companies within the top 20 surpassed this growth rate. These include Klaviyo (32%), Zeta Global (30%), HubSpot (19%), Lightspeed (18%), and Sprout Social (12%).

Overall, however, the top 20 research software companies present a growth rate comparable with the overall sector (11%), which shows the dynamism of this industry regardless of company size.

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

### Global Top-20 Research Software Companies

**1st – Adobe**

| 2025 Turnover USD (M) *(Partial) | Growth (2024-2025) | Sectorial Market Share |
|---|---|---|
| 5,864 | 9.28% | 8.50% |

**2nd – salesforce**

| | |
|---|---|
| 2025 Turnover USD (M) *(Partial) | 5,428 |
| Growth (2024-2025) | 2.78% |
| Sectorial Market Share | 7.87% |

**3rd – HubSpot**

| | |
|---|---|
| 2025 Turnover USD (M) *(Total) | 3,131 2025 |
| Growth (2024-2025) | 19.17% |
| Sectorial Market Share | 4.54% |

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

# Global Top-20 Research Software Companies

| Rank | Company Name | 2025 Turnover (US$ M) | Growth 2024/25 | Sectorial Market Share | Fastest Growing in the Sector | Rank in the Top 50 | Main Segments Active in |
|---|---|---|---|---|---|---|---|
| 1 | Adobe | 5,864 (Partial) | 9.28% | 8.50% | 7th | 3rd | Digital Data Analytics, Enterprise Feedback Management |
| 2 | Salesforce | 5,428 (Partial) | 2.78% | 7.87% | 19th | 4th | Digital Data Analytics, Enterprise Feedback Management, and Social Listening and Communities |
| 3 | HubSpot | 3,131 (Total) | 19.17% | 4.54% | 3rd | 8th | Digital Data Analytics, Enterprise Feedback Management, and Self-serve Research Platforms |
| 4 | Qualtrics^ | 2,000 (Total) | 7.53% | 2.90% | 10th | 13th | Self-serve Research Platforms, Enterprise Feedback Management |
| 5 | Zeta Global | 1,305 (Total) | 29.72% | 1.89% | 2nd | 18th | Digital Data Analytics, Consulting |
| 6 | Intuit (Mailchimp) | 1,300 (Partial) | 6.29% | 1.88% | 13th | 19th | Digital Data Analytics, Self-serve Research Platforms |
| 7 | Lightspeed | 1,286 (Total) | 17.87% | 1.86% | 4th | 20th | Digital Data Analytics |
| 8 | NICE | 1,279 (Partial) | 7.81% | 1.85% | 8th | 21st | Digital Data Analytics, Enterprise Feedback Management |
| 9 | Klaviyo | 1,234 (Total) | 31.63% | 1.79% | 1st | 22nd | Digital Data Analytics |
| 10 | Cision AB | 925 (Total) | 1.54% | 1.34% | 20th | 25th | Social Listening & Communities |
| 11 | Sprinklr | 857 (Total) | 7.64% | 1.24% | 9th | 28th | Social Listening & Communities |
| 12 | LiveRamp | 820 (Total) | 9.98% | 1.19% | 6th | 31st | Digital Data Analytics, Industry Reports & Research |
| 13 | Oracle Corporation | 795 (Partial) | 3.53% | 1.15% | 17th | 32nd | Digital Data Analytics, Enterprise Feedback Management |
| 14 | Medallia | 760 (Total) | 7.04% | 1.10% | 11th | 33rd | Enterprise Feedback Management, Self-serve Research Platforms |
| 15 | Sitecore | 710 (Total) | 2.90% | 1.03% | 18th | 35th | Digital Data Analytics |
| 16 | SurveyMonkey | 500 (Total) | 3.97% | 0.72% | 16th | 41st | Self-serve Research Platforms |
| 17 | Meltwater Group | 490 (Total) | 6.52% | 0.71% | 12th | 42nd | Social Listening & Communities, Digital Data Analytics |
| 18 | Verint Systems | 480 (Partial) | 5%^^ | 0.70% | 14th | 43rd | Enterprise Feedback Management |
| 19 | Sprout Social | 453 (Total) | 11.61% | 0.66% | 5th | 46th | Social Listening & Communities, Enterprise Feedback Management |
| 20 | Forsta (PG Forsta)^ | 445 (Total) | 4.80%^^ | 0.64% | 15th | 47th | Enterprise Feedback Management, Consulting |

Total: Total Company Turnover
Partial: Only insights-related turnover
^ Esomar Corporate Member
^^ Organic Growth rate

## 2.3. Esomar's Global Top 20 Business Services Companies

While consultancy and business services represent the smallest of the sectors, it continues to include the largest company in the industry, Gartner, which enjoys a turnover of US$6.5 bn. Esomar's Global Users & Buyers of Insights report has consistently shown how these groups continue to seek strategic guidance, consultancy and advisory for the implementation of insights in their organisations. This sector has leveraged this gap in the service, positioning itself as one of the key providers.

Forrester declared negative growth once again at -8%, reminiscent of the previous two years, when it appeared as the only firm with a negative result. By far, however, RAND Corporation reported the largest loss, with a -39% growth rate.

Several companies presented double-digit growth, including CoStar Group, GlobalData, Wood Mackenzie and Booz Allen Hamilton.

As with the growth of the research software sector, Esomar attempted to identify only the turnover related to the generation of insights. This is a remarkably complex exercise given the discretion of many of these companies, but it remains a useful reminder of the ways in which the industry is developing.

### Global Top-20 Business Services Companies

**1st — Gartner**

| 2025 Turnover USD (M) *(Total) | Growth (2024-2025) | Sectorial Market Share |
|---|---|---|
| 6,497 | 2.50%^^ | 17.34% |

**2nd — CoStar Group**

| | |
|---|---|
| 2025 Turnover USD (M) *(Total) | 3,247 |
| Growth (2024-2025) | 18.67% |
| Sectorial Market Share | 8.67% |

**3rd — S&P Global**

| | |
|---|---|
| 2025 Turnover USD (M) *(Partial) | 2,480 |
| Growth (2024-2025) | 2.26% |
| Sectorial Market Share | 6.62% |

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

esomar

## Global Top-20 Business Services Companies

| Rank | Company Name | 2025 Turnover (US$ M) | Growth 2024/25 | Sectorial Market Share | Fastest Growing in the Sector | Rank in the Top 50 | Main Segments Active in |
|---|---|---|---|---|---|---|---|
| 1 | Gartner | 6,497 (Total) | 2.50%^^ | 17.34% | 16th | 1st | Industry Reports & Research, Digital Data Analytics, and Consulting |
| 2 | CoStar Group | 3,247 (Total) | 18.67% | 8.67% | 1st | 7th | Industry Reports & Research, Digital Data Analytics |
| 3 | S&P Global (IHS Markit Energy, etc.) | 2,480 (Partial) | 2.26% | 6.62% | 17th | 12th | Industry Reports & Research, Digital Data Analytics |
| 4 | Deloitte | 1,946 (Partial) | 4.91% | 5.19% | 10th | 14th | Consulting, Digital Data Analytics |
| 5 | McKinsey & Company | 1,650 (Partial) | 3.13% | 4.40% | 13th | 15th | Consulting, Enterprise Feedback Management |
| 6 | Booz Allen Hamilton | 1,438 (Partial) | 12.36% | 3.84% | 4th | 16th | Consulting, Digital Data Analytics |
| 7 | Accenture | 1,355 (Partial) | 7.40% | 3.62% | 5th | 17th | Consulting, Digital Data Analytics |
| 8 | Ernst & Young | 1,117 (Partial) | 3.91% | 2.98% | 11th | 23rd | Consulting |
| 9 | Boston Consulting Group | 941 (Partial) | 5.56% | 2.51% | 9th | 24th | Consulting, Digital Data Analytics |
| 10 | KPMG | 876 (Partial) | 3.65% | 2.34% | 12th | 26th | Consulting |
| 11 | J. D. Power | 860 (Total) | 1.18% | 2.30% | 18th | 27th | Industry Reports & Research, Consulting |
| 12 | PwC | 840 (Partial) | 2.71% | 2.24% | 15th | 29th | Consulting |
| 13 | IDC (owned by IDG) | 835 (Total) | 3.09% | 2.23% | 14th | 30th | Industry Reports & Research, Self-serve Research Platforms |
| 14 | Bain & Company | 705 (Partial) | 7.14% | 1.88% | 6th | 36th | Consulting |
| 15 | Wood MacKenzie | 675 (Total) | 12.50% | 1.80% | 3rd | 37th | Industry Reports & Research, Digital Data Analytics |
| 16 | GlobalData | 427 (Total) | 13.02% | 1.14% | 2nd | 48th | Industry Reports & Research |
| 17 | NORC at the University of Chicago | 420 (Total) | 5.74% | 1.12% | 8th | 49th | Industry Reports & Research, Sample Panel Providers, and Consulting |
| 18 | Forrester | 397 (Total) | -8.23% | 1.06% | 19th | - | Industry Reports & Research, Consulting, and Established Market Research |
| 19 | Oliver Wyman | 360 (Partial) | 6.19% | 0.96% | 7th | - | Consulting |
| 20 | RAND Corporation | 263 (Total) | -38.84% | 0.70% | 20th | - | Industry Reports & Research |

Total: Total Company Turnover
Partial: Only insights-related turnover
^ Esomar Corporate Member
^^ Organic Growth rate

# 3. Esomar's Global Top 50 Insights Companies

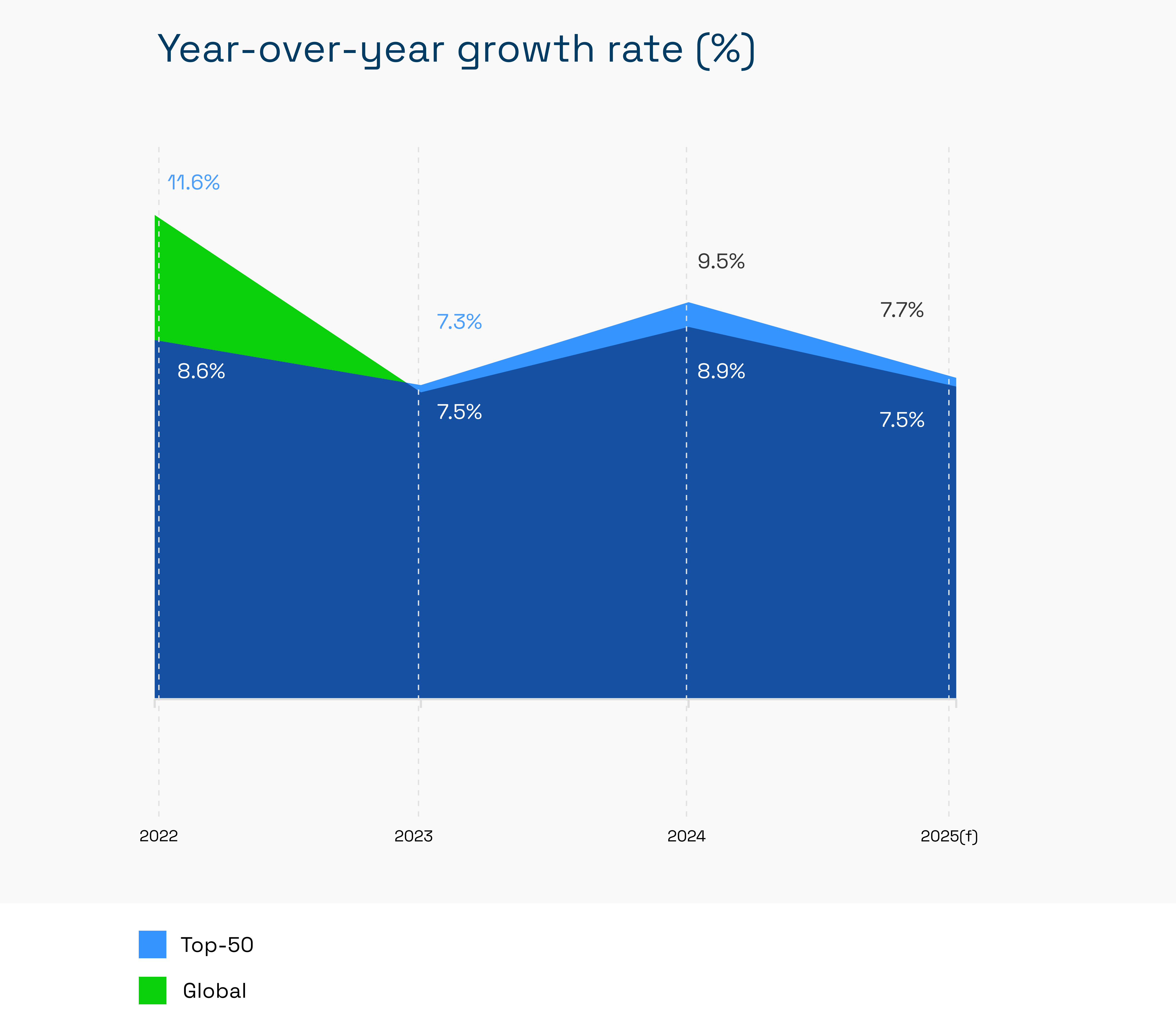
## 3.1. Aligning with global growth

After several years with relatively low levels of investment, the top 50 insights companies appear to have grown at a rate that is similar to that of the industry during 2025 (7.7% versus 7.5%).

The final growth rate for the industry for 2025 will be made public with the publication of Esomar's Global Market Research 2026 report later this year.

The notable growth of the top 50 tells the story of an industry that continues to see movement below the largest companies, with a tail of small companies eager to gnaw away part of their market share.

Overall, the top 50 insights companies have an aggregated market share of 50% and a combined turnover of US$82.7 bn, compared to an expected industry turnover of US$164.7 bn. The result is almost US$5.5 bn injected by the top 50 insights companies into the market over the course of 2025, slightly less than a year earlier, with US$6.6 bn.




Source for global growth:
Global Market Research 2025

## 3.2. Global share of the sectors

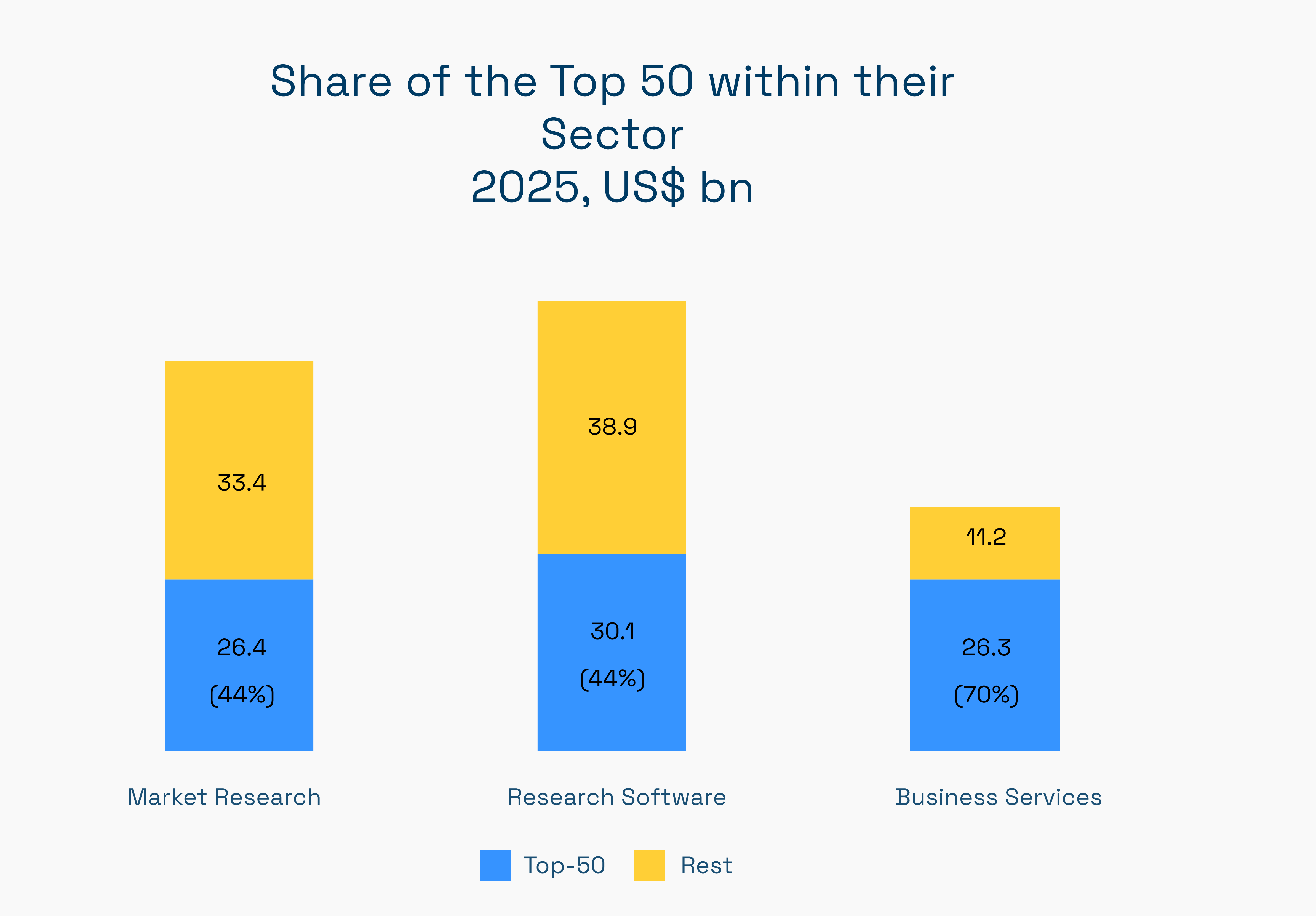
A look at the share of the sectoral distribution of the Top 50 companies provides us with an intuitive understanding of the level of consolidation that exists within each of the different business models in the industry.

In this context, market research companies within the top 50 take up 44% of their sector's global turnover. This sector is relatively mixed, and the merger between NIQ and GfK means that only 13 companies from this sector appear in the top 50 ranking.

Similarly, companies from the research software sector in the top 50 represent 44% of the total. This hints at a long tail of smaller players in this sector, even though only 20 make the top 50, an increase compared to the last two editions of this ranking.

Lastly, the business services (consultancy and industry reports and research) sector presents the highest concentration of turnover by the largest players, at almost 70%, a similar share to a year earlier.

It is worth noting that the ranking only includes turnover related to the generation of insights, to allow for an apples-with-apples comparison across the industry and account for firms with a wider variety of services than strictly insights generation.




Source: Global Market Research 2025

## 3.3. Fastest-growing firms

As implied in previous chapters, the comparatively moderate growth rate of the industry translates to less extreme growth rates across the board. In line with the 2024 results, only three companies present growth rates above 20%: Klaviyo, Zeta Global, and YouGov. Not far off, HubSpot reports a 19.2% growth rate, followed by the CoStar Group (18.7%).

Last year, Westat and Zeta Global took the title as the fastest-growing companies, this year, Westat is overtaken by Klaviyo, while Zeta Global remains the second fastest-growing company. It remains remarkable that these companies have continued to present such strong growth over the years.

The bulk of the ranking is taken by companies growing between 0% and 10%, increasing to 38 entries compared to last year's 30. Companies manage to sustain positive growth, despite it not being as significant, a consequence of the macroeconomic factors that dominated 2025.

We look forward to seeing the results of this ranking after 2026, a year that started with M&A movements across the board which may have brought new areas of uncertainty and likewise opened up new opportunities for all the players.

| 2024/25 Growth | Number | Breakdown of companies* |
|---|---|---|
| <0% | 1 | 1 Sample Panel Provider |
| 0<x≤10% | 38 | 9 Established Market Research<br>8 Consulting Firms<br>7 Digital Data Analytics<br>5 Industry Reports & Research<br>3 Social Listening & Communities<br>3 Enterprise Feedback Management<br>2 Self-serve Research Platforms<br>1 Sample Panel Provider |
| 10<x≤20% | 8 | 3 Industry Reports & Research<br>2 Digital Data Analytics<br>1 Established Market Research<br>1 Consulting Firm<br>1 Social Listening & Communities |
| >20 | 3 | 2 Digital Data Analytics<br>1 Established Market Research |

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

## 3.4. Changes in the ranking

The significant merger by NIQ and GfK at the top of the ranking allowed for many companies to gain places in the ranking passively, without necessarily having to overtake their peers. After last year's adjustment, however, 18 companies gained places in the ranking compared to 14 last year.

It is interesting to notice, though, that fewer companies have gone down in the ranking this year (12) compared to last year, even though their composition varies substantially. Following a similar trend, five companies within the digital data analytics segment moved up the ranking.

Because of the integration of GfK into NIQ (which moved to fifth place last year), companies that moved by two places in reality moved by one place. YouGov has the highest jump from last year, gaining eight places. Zeta Global's high growth rate pushed it up four ranks as well (19th).

At the top of the ranking, Kantar loses three places, followed by NICE dropping two places. Unlike last year, Ipsos, Circana, S&P Global and Booz Allen Hamilton manage to remain in the same position. Meanwhile, Adobe gains a rank higher this year while HubSpot gains two.

Three new companies make it to Esomar's 2026 Global Top 50 Insights Companies: PG Forsta, largely due to its acquisition of InMoment, and GlobalData and NORC – both of which made the Global Top 20 Business Services Companies last year.

| Position in ranking | Breakdown of companies* |
|---|---|
| **Gaining places**<br>18 firms | 5 Digital Data Analytics<br>3 Established Market Research<br>3 Consulting Firms<br>3 Social Listening & Communities<br>2 Industry Reports & Research<br>2 Enterprise Feedback Management |
| **Remaining steady**<br>17 firms | 5 Established Market Research<br>4 Consulting Firms<br>3 Digital Data Analytics<br>2 Industry Reports & Research<br>2 Self-serve Research Platforms<br>1 Sample Panel Provider |
| **Losing places**<br>12 firms | 3 Established Market Research<br>3 Digital Data Analytics<br>2 Industry Reports & Research<br>2 Consulting Firms<br>1 Social Listening & Communities<br>1 Sample Panel Provider |
| **New entrants**<br>3 firms | 2 Industry Reports & Research<br>1 Sample Panel Provider |

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

# 1 Gartner

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

**Top C Level People:**

CEO: Eugene A. Hall
CFO: Craig Safian
CIO: Altaf Rupani

**Governance:**

Gartner - Code of Conduct

**Public**

**Stamford, Connecticut, USA**

**1972**

**https://www.gartner.com/**

**Industry Reports & Research, Digital Data Analytics, and Consulting**

**20,244*** Total Insights Employees

**44th** Fastest Growing

2025 Turnover (US$ m)
**6,497 (Total)**

Growth 2024/25
**2.50%^^**

## Featured Product

Magic Quadrant: A research methodology that classifies emerging technology companies into four quadrants: leaders, visionaries, niche players, and challengers.

## Innovation Spotlight

Gartner AI Use Case Insights: A tool to review AI use case studies and ROI before implementing automations.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 2 IQVIA

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

**Top C Level People:**

CEO: Ari Bousbib
CFO: Michael Fedock
CHRO: Trudy Stein

**Governance:**

IQVIA - Code of Conduct
IQVIA - AI Governance

**Public**

**Durham, North Carolina, USA**

**2016**

**https://www.iqvia.com/**

**Established Market Research, Digital Data Analytics, and Industry Reports & Research**

**35,350*** Total Insights Employees

**23rd** Fastest Growing

2025 Turnover (US$ m)
**6,200 (Partial)**

Growth 2024/25
**6.38%**

## Featured Product

MIDAS: A data analytics platform that harmonises pharmaceutical data points from across countries to generate pharmaceutical insights.

## Innovation Spotlight

IQVIA.ai assistant: a generative AI model to answer user-based queries to gain insights.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(+ 1)

# 3 Adobe

Adobe Experience Platform is a technology platform that unifies critical customer data in real time, including CRM, first-party, behavioral, transactional, financial, operational, and third-party data. It standardizes and enriches this data, enabling action across channels and helping companies understand customer needs and deliver tailored experiences.

**Top C Level People:**

CEO: Shantanu Narayen
CFO: Dan Durn
CMO: Lara Balazs

**Governance:**

Adobe - Code of Conduct
Adobe - AI Ethics Principles

**Public**

**San Jose, California, USA**

**1982**

**https://www.adobe.com/**

**Digital Data Analytics, Enterprise Feedback Management**

**7,736****
Total Insights Employees

**13th**
Fastest Growing

2025 Turnover USD (US$ m)
**5,864 (Partial)**

Growth 2024/25
**9.28%**

## Featured Product

Adobe Customer Journey Analytics:
A platform that unifies cross-chanel customer data to analyse and visualise the full customer journey.

## Innovation Spotlight

Adobe Content Analytics: An AI and machine-learning tool that identifies content characteristics to drive content engagement at scale.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 4 Salesforce

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

**Top C Level People:**

CEO: Marc Benioff
CFO: Robin Washington
CTO: Parker Harris

**Governance:**

Slaesforce - Code of Conduct
Salesforce - Responsible AI and Technology

**Public**

**San Francisco, California, USA**

**1999**

**https://www.salesforce.com/**

**Digital Data Analytics, Enterprise Feedback Management, and Social Listening and Communities**

**11,937****
Total Insights Employees

**42nd**
Fastest Growing

2025 Turnover USD (US$ m)
**5,428 (Partial)**

Growth 2024/25
**2.78%**

## Featured Product

Marketing Analytics: a software that harmonises cross-channel marketing data to analyse and optimise marketing performance.

## Innovation Spotlight

Salesforce Einstein: An AI-based tool that predicts customer behaviour to generate insights and recommend next best actions.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 5 NIQ

NIQ (NielsenIQ) is a global leader in consumer intelligence, providing data, analytics, and insights that help brands and retailers understand behavior and market trends. Through advanced measurement and technology, NIQ enables smarter decisions and business growth.

**Top C Level People:**

CEO: Jim Peck
CFO: Mike Burwell
CTO: Mohit Kapoor

**Governance:**

NIQ - Code of Conduct
NIQ - Principles for AI Safety

**Public**

**Chicago, Illinois, USA**

**1923**

**https://nielseniq.com/**

**Established Market Research, Digital Data Analytics**

38,760*
Total Insights Employees

28th
Fastest Growing

2025 Turnover USD (US$ m)
4,198 (Total)

Growth 2024/25
5.68%

## Featured Product

NIQ Full view: A platform that aggregates global consumer shopping behaviour data and insights to present a unified view of market performance.

## Innovation Spotlight

Bases AI Screener: A platform that provides early consumer feedback based on synthetic data to evaluate new ideas.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 6 Nielsen

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

**Top C Level People:**

CEO: Karthik Rao
CFO: Jessica Holscott
CLO: George D. Callard
CTO: Anil Goel

**Governance:**

Nielsen - Code of Conduct
Nielsen - AI Policy

Private

New York, New York, USA

1923

https://www.nielsen.com/

Established Market Research, Digital Data Analytics

**12,619***
Total Insights Employees

**27th**
Fastest Growing

2025 Turnover USD (US$ m)
**3,594 (Total)**

Growth 2024/25
**5.70%**

## Featured Product

Nielson One: A platform that unifies cross-media measurement metrics to optimise ads and generate content insights.

## Innovation Spotlight

Gracenote Content connect: A platform that provides access to Gracenote unique identification system to allow ad targeting by content.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 7 CoStar Group

(+ 1)

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

**Top C Level People:**

CEO: Andy Florance
CFO: Christian M. Lown
CTO: Frank Simuro

**Governance:**

Costar Group - Code of Business Conduct and Ethics

Public

Arlington County, Virginia, USA

1987

https://www.costargroup.com/

Industry Reports & Research, Digital Data Analytics

**8,441***
Total Insights Employees

**5th**
Fastest Growing

2025 Turnover USD (US$ m)
**3,247 (Total)**

Growth 2024/25
**18.67%**

## Featured Product

Market Analytics: A platform that provides access to real estate information and listings, news, and market insights.

## Innovation Spotlight

STR: A benchmarking tool that aggregates hotel performance data to help create insights for the hospitality industry.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(+ 2)

# 8 HubSpot

8,882*
Total Insights Employees

4th
Fastest Growing

HubSpot is a leading customer platform that offers integrated software for marketing, sales, customer service, and CRM. It helps businesses attract, engage, and retain customers by streamlining operations and enhancing the customer experience.

Public

Cambridge, Massachusetts, USA

2006

https://www.hubspot.com/

Digital Data Analytics, Enterprise Feedback Management, and Self-serve Research Platforms

2025 Turnover USD (US$ m)
**3,131 (Total)**

Growth 2024/25
**19.17%**

**Top C Level People:**

CEO: Yamini Rangan
CFO: Kate Bueker
CTO: Dharmesh Shah

**Governance:**

Hubspot - Code of Business Conduct and Ethics
Hubspot - AI & Sustainability Philosophy

## Featured Product

Smart CRM: An AI-powered software that unifies customer data and tools to deliver a comprehensive view of customer information and insights.

## Innovation Spotlight

Content Hub: An AI-powered software that uses data insights to create, manage, and remix content to optimise visibility across platforms.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 9 Ipsos

esomar Corporate 2026

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

**Top C Level People:**

CEO: Jean Laurent Poitou
CFO: Olivier Champourlier
CPTO: Nathan Brumby

**Governance:**

Ipsos - Code of Conduct
Ipsos - AI and Research

**Public**

**Paris, France**

**1975**

**https://www.ipsos.com/**

**Established Market Research, Digital Data Analytics, and Sample Panel Providers**

**20,921***
Total Insights Employees

**48th**
Fastest Growing

2025 Turnover USD (US$ m)
**2,940 (Total)**

Growth 2024/25
**0.60%^^**

## Featured Product

Marketing Mix Modelling and Attribution Solution: A unified platform that measures the ROI and effectiveness of marketing activities across different channels to help optimise investment decisions.

## Innovation Spotlight

Creative|Spark AI: An AI-powered tool that predicts human response to evaluate and optimise creative content ads across platforms.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 10 Kantar

(- 3)

esomar Corporate 2026

KANTAR

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

**Top C Level People:**

CEO: Paul Zwillenberg
CFO: Michael Uzielli
CTO: Mark Kimber

**Governance:**

Kantar - Business Principles

Private

London, England, UK

1993

https://www.kantar.com/

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

**23,067***
Total Insights Employees

**49th**
Fastest Growing

2025 Turnover USD (US$ m)
**2,806 (Total)**

Growth 2024/25
**0.29%**

## Featured Product

Link + : A survey-based tool that relies on neuroscientific approaches to evaluate and optimise ad strategies before launch.

## Innovation Spotlight

Link AI: An AI-based tool that predicts an ad's in-market success without a consumer sample.

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 11 Circana

Private

https://www.circana.com/

Chicago, Illinois, USA

Established Market Research, Sample Panel Providers

## 25th

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
|---|---|
| 2,703 (Total) | 6.00% |

*     Number of employees from official financial statement/website
**    Estimated number
^^    Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 12 S&P Global

Public

https://www.spglobal.com/

London, England, UK

Industry Reports & Research, Digital Data Analytics

## 45th

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
|---|---|
| 2,480 (Partial) | 2.26% |

*     Number of employees from official financial statement/website
**    Estimated number
^^    Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 13 Qualtrics

Private

https://www.qualtrics.com/

Provo, Utah, USA

Self-serve Research Platforms, Enterprise Feedback Management

## 17th

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
|---|---|
| 2,000 (Total) | 7.53% |

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 14 Deloitte

Private

https://www.deloitte.com

London, England, UK

Consulting, Digital Data Analytics

## 32nd

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
|---|---|
| 1,946 (Partial) | 4.91% |

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 15 McKinsey & Company

Private

https://www.mckinsey.com/

New York, New York, USA

Consulting, Enterprise Feedback Management

## 39th

Fastest Growing

2025 Turnover (US$ m)

**1,650 (Partial)**

Growth 2024/25

**3.13%**

*	Number of employees from official financial statement/website
**	Estimated number
^^	Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 16 Booz Allen Hamilton

Public

https://www.boozallen.com/

Mclean, Virginia, USA

Consulting, Digital Data Analytics

## 10th

Fastest Growing

2025 Turnover (US$ m)

**1,438 (Partial)**

Growth 2024/25

**12.36%**

*	Number of employees from official financial statement/website
**	Estimated number
^^	Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 17 Accenture

(=)

Public

https://accenture.com

Dublin, Ireland

Consulting, Digital Data Analytics

## 18th

Fastest Growing

2025 Turnover (US$ m)
**1,355 (Partial)**

Growth 2024/25
**7.40%**

*     Number of employees from official financial statement/website
**    Estimated number
^^    Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 18 Zeta Global

(+ 4)

Public

https://zetaglobal.com/

New York, New York, USA

Digital Data Analytics, Consulting

## 2nd

Fastest Growing

2025 Turnover (US$ m)
**1,305 (Total)**

Growth 2024/25
**29.72%**

*     Number of employees from official financial statement/website
**    Estimated number
^^    Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(- 1)

# 19 Intuit (Mailchimp)

Public

https://www.mailchimp.com

Atlanta, Georgia, USA

Digital Data Analytics, Self-serve Research Platforms

## 24th

Fastest Growing

2025 Turnover (US$ m)
**1,300 (Partial)**

Growth 2024/25
**6.29%**

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(=)

# 20 Lightspeed

Public

https://www.lightspeedhq.com/

Montreal, Quebec, Canada

Digital Data Analytics

## 6th

Fastest Growing

2025 Turnover (US$ m)
**1,286 (Total)**

Growth 2024/25
**17.87%**

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(- 2)

# 21 NICE

Public

https://www.nice.com/

Ra'anana, Israel

Digital Data Analytics, Enterprise Feedback Management

## 15th

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
| --- | --- |
| 1,279 (Partial) | 7.81% |

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(+ 1)

# 22 Klaviyo

Public

https://www.klaviyo.com/

Boston, Massachusetts, USA

Digital Data Analytics

## 1st

Fastest Growing

| 2025 Turnover (US$ m) | Growth 2024/25 |
| --- | --- |
| 1,234 (Total) | 31.63% |

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(- 2)

# 23 Ernst & Young

Private

https://www.ey.com/

London, England, UK

Consulting

## 36th

Fastest Growing

2025 Turnover (US$ m)

**1,117 (Partial)**

Growth 2024/25

**3.91%**

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(+ 1)

# 24 Boston Consulting Group

Private

https://www.bcg.com/

Boston, Massachusetts, USA

Consulting, Digital Data Analytics

## 29th

Fastest Growing

2025 Turnover (US$ m)

**941 (Partial)**

Growth 2024/25

**5.56%**

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

(- 1)

# 25 Cision AB

Private

https://www.cision.com/

Chicago, Illinois, USA

Social Listening & Communities

## 46th

Fastest Growing

2025 Turnover (US$ m)

**925 (Total)**

Growth 2024/25

**1.54%**

*     Number of employees from official financial statement/website
**    Estimated number
^^    Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

| Rank | Company Name | 2025 Turnover (US$ m) | Growth 2024/25 | 2025 Ranking | Fastest Growing | Main Segments Active in |
|---|---|---|---|---|---|---|
| 26 | KPMG | 876 (Partial) | 3.65% | 26 (+ 1) | 37th | Consulting |
| 27 | J. D. Power | 860 (Total) | 1.18% | 27 (- 1) | 47th | Industry Reports & Research, Consulting |
| 28 | Sprinklr | 857 (Total) | 7.64% | 28 (+ 2) | 16th | Social Listening & Communities |
| 29 | PwC | 840 (Partial) | 2.71% | 29 (- 1) | 43rd | Consulting |
| 30 | IDC (owned by IDG) | 835 (Total) | 3.09% | 30 (- 1) | 40th | Industry Reports & Research, Self-serve Research Platforms |
| 31 | LiveRamp | 820 (Total) | 9.98% | 31 (+ 2) | 12th | Digital Data Analytics, Industry Reports & Research |
| 32 | Oracle Corporation | 795 (Partial) | 3.53% | 32 (- 1) | 38th | Digital Data Analytics, Enterprise Feedback Management |
| 33 | Medallia | 760 (Total) | 7.04% | 33 (+ 1) | 21st | Enterprise Feedback Management, Self-serve Research Platforms |
| 34 | Gerson Lehrman Group (GLG) | 758 (Total) | 4.60% | 34 (- 1) | 34th | Established Market Research, Self-serve Research Platforms |
| 35 | Sitecore | 710 (Total) | 2.90% | 35 (=) | 41st | Digital Data Analytics |
| 36 | Bain & Company | 705 (Partial) | 7.14% | 36 (+ 1) | 20th | Consulting |
| 37 | Wood MacKenzie | 675 (Total) | 12.50% | 37 (+ 1) | 9th | Industry Reports & Research, Digital Data Analytics |
| 38 | Alphasights | 672 (Total) | 14.98% | 38 (+ 1) | 7th | Established Market Research, Digital Data Analytics |
| 39 | Dynata | 640 (Total) | -6.57% | 39 (- 3) | 50th | Sample Panel Providers, Social Listening and Communities, and Established Market Research |
| 40 | YouGov^ | 522 (Total) | 21.30% | 40 (+ 8) | 3rd | Established Market Research, Self-serve Research Platforms |
| 41 | SurveyMonkey | 500 (Total) | 3.97% | 41 (=) | 35th | Self-serve Research Platforms |
| 42 | Meltwater Group | 490 (Total) | 6.52% | 42 (+ 1) | 22nd | Social Listening & Communities, Digital Data Analytics |
| 43 | Verint Systems | 480 (Partial) | 5.00%^^ | 43 (+ 1) | 30th | Enterprise Feedback Management |
| 44 | INTAGE | 464 (Total) | 7.15% | 44 (- 4) | 19th | Established Market Research |
| 45 | dunnhumby | 455 (Total) | 4.98% | 45 (+ 2) | 31st | Established Market Research |
| 46 | Sprout Social | 453 (Total) | 11.61% | 46 (+ 3) | 11th | Social Listening & Communities, Enterprise Feedback Management |
| 47 | Forsta (PG Forsta)^ | 445 (Total) | 4.80%^^ | 47 (New) | 33rd | Enterprise Feedback Management, Consulting |
| 48 | GlobalData | 427 (Total) | 13.02% | 48 (New) | 8th | Industry Reports & Research |
| 49 | NORC at the University of Chicago | 420 (Total) | 5.74% | 49 (New) | 26th | Industry Reports & Research, Sample Panel Providers, and Consulting |
| 50 | Prodege^ | 410 (Total) | 7.89% | 50 (=) | 14th | Sample Panel Providers |

* Number of employees from official financial statement/website
** Estimated number
^^ Organic Growth rate
Total: Total company Turnover
Partial: Only insights-related turnover

# 4. Largest market research companies per country

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

Please note that GfK is now part of NIQ

[1]Information related to the largest companies in 2024; data for 2025 will be published in due time. Not all countries disclosed this information. Data for Argentina, Armenia, Croatia, Georgia, Ireland, Italy, Jamaica, Kosovo, Myanmar, Netherlands, Norway, Philippines, Romania, Slovenia. Taiwan, Thailand, Tunisia, and Vietnam corresponds to 2023; Bangladesh; Guyana, Iraq, Pakistan and Uruguay corresponds to 2022; Lebanon and South Pacific corresponds to 2021; Israel and Zimbabwe to 2020.

**Argentina**
GfK
Kantar
Nielsen

**Armenia**
Breavis
IMR
MPG

**Bangladesh**
Kantar
Luminaries Research
Nielsen

**Belgium**
GfK
Haystack Consulting
Ipsos

**Bolivia**
Captura Consulting
Ipsos CIESMORI
Kantar

**Bulgaria**
Gemseek[2]
Ipsos
NIQ

**Chile**
Ipsos
Kantar
NIQ

**China**
CTR
Ipsos
Nielsen

**Colombia**
AC Nielsen De Colombia (NIQ)
Ipsos Napoleon Franco
Kantar Millward Brown Colombia

**Côte D'Ivoire**
EMC
Kantar
Opinionway

**Croatia**
AC Nielsen (NIQ)
AGB Nielsen
Ipsos

**Czech Republic**
ACNielsen (NIQ)
Ipsos
Kantar

**Dem. Rep. Congo**
Experts
MRA
Target

**Finland**
Kantar Media Finland OY[3]
Norstat Finland Oy
Taloustutkimus Oy

**France**
Circana
Ipsos
IQVIA

**Georgia**
ACT
IPM Market Intelligence

**Germany**
Ipsos
Kantar
NIQ

**Ghana**
Consumer Insights Consult
Ipsos
Maverick Research

**Greece**
Circana
Kantar
Nielsen Consumer (NIQ)

**Guyana**
Project Development Consultancy
The Consultancy Group

**Hong Kong**
Ipsos
Kantar
NielsenIQ (NIQ)

**Indonesia**
Ipsos
Kantar
NIQ

**Iran**
Bazaarnegar
EMRC
Rahbar Bazaar

**Iraq**
GfK
IIACSS
Ipsos

**Ireland**
Behaviour & Attitudes LTD.[4]
Nielsen
RED C Research & Marketing Ltd.

**Israel**
Geocartography
Ipsos
Kantar

**Italy**
GfK
Ipsos
IQVIA

[2] Gemseek acquired by Accenture in 2024.
[3] Kantar Media Finland OY acquired by Fifty5Blue in 2026
[4] Behaviour & Attitudes Ltd. acquired by Ipsos in 2023, now named Ipsos B&A

**Jamaica**

Blue Dot
Hope Caribbean
Marketing Strategy Limited

**Japan**

Cross Marketing
INTAGE
Macromill

**Kazakhstan**

ACNielsen Kazakhstan (NIQ)
Ipsos
K Research Central Asia

**Kenya**

AC Nielsen Kenya (NIQ)
Ipsos
Kantar

**Korea, Republic of**

HRC
Ipsos
Kantar

**Kosovo**

Dots
Kantar Index Kosovo
Ubo Consulting

**Kuwait**

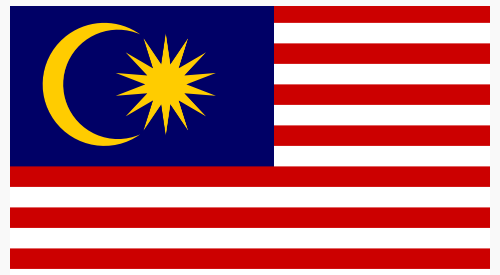
ARA Research & Consultancy
Ipsos
Nielsen

**Latvia**

ACNielsen Latvia (NIQ)
Kantar Latvia
SKDS

**Lebanon**

Ipsos
Statistics Lebanon



**Malaysia**

Ipsos
Kantar
NielsenIQ (NIQ)

**Mexico**

De la Riva Group
Estadistica Aplicada
Ipsos

**Mongolia**

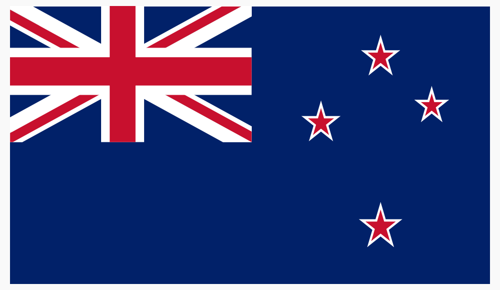
IRIM
Mind Plus VML
MMCG

**Myanmar**

Myanmar Survey Research
Nielsen

**Netherlands**

GfK
Ipsos
Kantar Netherlands



**New Zealand**

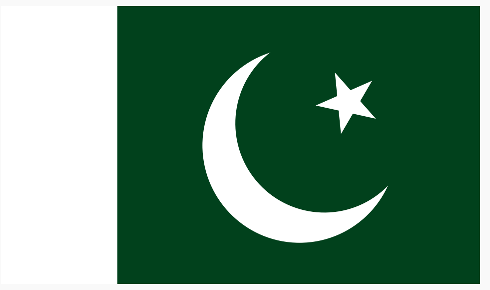
Ipsos
Kantar
Verian

**Nigeria**

CMRG
Ipsos
Kantar

**Norway**

Kantar
Norstat
Opinion



**Pakistan**

Ipsos
NielsenIQ (NIQ)
Oula

**Peru**

Ipsos
Kantar
Nielsen

**Philippines**

Kantar
Nielsen
PSRC

**Poland**

Ipsos
Kantar
NielsenIQ (NIQ)

**Portugal**

IQVIA
Marktest
NielsenIQ (NIQ)

**Romania**

Ipsos
Kantar
Nielsen

**Russia**

Ipsos
Mediascope
Nielsen

**Saudi Arabia**

Ipsos
Market Insight International (Mii)
NielsenIQ (NIQ)

**Singapore**

GfK
IQVIA
Kantar

**Slovakia**

ACNielsen (NIQ)
Ipsos
Kantar

**Slovenia**

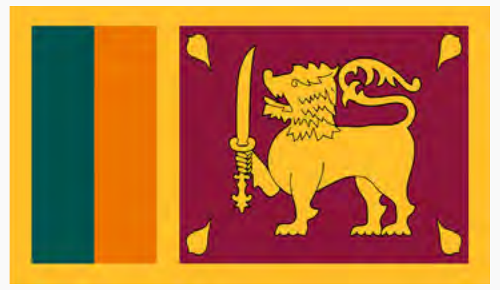
AC Nielsen (NIQ)
AGB Nielsen
Mediana

**South Pacific**

Tebbutt Research

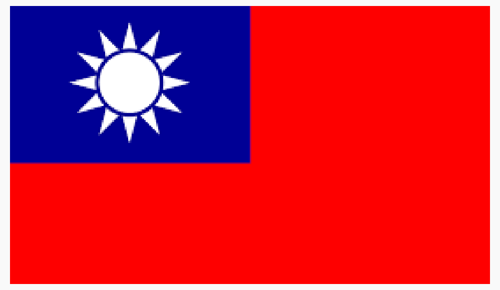
**Spain**

Ipsos
Kantar
NIQ



**Sri Lanka**

Kantar
PepperCube
Quantumcs



**Taiwan**

Ipsos
Kantar
Nielsen

**Thailand**

Ipsos
Kantar
Nielsen

**Tunisia**

EMRHOD
One to One
Sigma Conseil

**Ukraine**

Kantar Ukraine
NIQ
Proxima Research International

**United Kingdom**

Euromonitor
Ipsos
Kantar

**Uruguay**

Equipos Consultores
Ibope Kantar
Nielsen

**USA**

Gartner
Nielsen
Salesforce

**Uzbekistan**

MOREINFO LLC

**Vietnam**

Ipsos
Kantar
Nielsen

**Zimbabwe**

Research International Bureau
Select Research
Top Line Research

# 5. Methodology, glossary, and acknowledgements

## 5.1. Methodology

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

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

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

**Please refer to the glossary for definitions of these terms.**

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

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

Readers of Esomar's Global Market Research 2025 may observe that the market research sector's turnover published in that report for the year 2024 appears relatively higher than the one reported in this edition of the Global Top Insights Companies. This variation arises from a refinement in the methodology by accounting for unobserved subcontracted services across countries which resulted in a certain amount of double-counting globally. By estimating this "hidden" figure, we attempt to portray a level of turnover more aligned with the reality and fit for Esomar's reports.

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

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

Unlike previous years, the euro strengthened against  the US dollar in 2025. This fluctuation in currency rates can have some impact on the conversion of reported results. For example, the euro appreciated by 4.4% against the US dollar in 2025. This means that if a company's revenue is reported in euros and it experienced zero growth in local currency terms, its revenue would show an approximate 4.4% increase, when converted into USD.

Some companies may have revised turnovers for 2024 in light of improved information. In these cases, the most recent data is used to recalculate the 2024 ranking and compare it to 2025. While, on the surface, this may create a conflict when looking at the 2024 ranking in the 2025 edition of the Global Market Research report, in reality, it is a fairer approach as it rids the ranking of unrealistic and undesirable effects (jumps in ranking, excessive growth, etc.).

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

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

## 5.2 Glossary

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

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

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

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

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

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

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

**Business Services:** Includes consultancy and industry reports firms. Examples of consulting firm research companies include Deloitte, McKinsey & Co., and Booz Allen Hamilton. Examples of industry reports companies include Gartner, CoStar, and J.D. Power.

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

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

## 5.3. Acknowledgements

Esomar's Intellignence Unit would like to thank all those who contributed to Global Top Insights 2026.
Special thanks to the following people who provided information for Chapter 4:

| Country | Name | Organisation | Website |
|---|---|---|---|
| **Belgium** | Wim Hamaekers (R) | One Inch Whale | www.oneinchwhale.com |
| | Luc Eeckhout | Phimedia | www.phimedia.be |
| | Fleur Parnet | Belgian Association of Marketing (A) | www.marketing.be |
| | Dominique Vercraeye | Belgian Association of Marketing (A) | www.marketing.be |
| | Tom De Ruyck | We are Human 8 | www.wearehuman8.com |
| **Bolivia** | Sandra Straube (R) | Captura Consulting | www.capturaconsulting.com |
| **Bulgaria** | Marchella Abrasheva (R) | TNS - BBSS | www.tns-bbss.com/en |
| | Juliana Ivanova | TNS - BBSS | www.tns-bbss.com/en |
| **Chile** | María Fernanda Correa | AIM - Association of Market and Public Opinion Consultants and Researchers (A) | www.aimchile.cl |
| | Rafa Cespedes (R) | Provokers | www.provokersite.com |
| **China** | Patrick Pun | CMRA - China Marketing Research Association (A) | www.cmra.org.cn |
| | Andy Zhao | CMRA - China Marketing Research Association (A) | www.cmra.org.cn |
| | Weng Ruiguang | CMRA - China Marketing Research Association (A) | www.cmra.org.cn |
| | Gloria Jun Zhang (R) | Dataway Horizon | www.idataway.com |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| **Colombia** | Carolina Ruiz | ACEI - Colombian Association of Market Research and Public Opinion Companies (A) | www.viaciencia.com |
| | Sandra Triana (R) | ACEI - Colombian Association of Market Research and Public Opinion Companies (A) | www.acei.co |
| | Rosalba Olivella | ACEI - Colombian Association of Market Research and Public Opinion Companies (A) | |
| **Congo, Democratic Rep.** | Serge Mumbu Tshimanga | Target SARL | www.target-sarl.cd |
| | Vincent Muya | Target SARL | www.target-sarl.cd |
| | Divine Kawaya | Target SARL | www.target-sarl.cd |
| | Saleh Sifoku | Target SARL | www.target-sarl.cd |
| | Laurette Takita | Target SARL | www.target-sarl.cd |
| **Cote d'Ivoire** | Alhi N'Guessan | EMC Conseil | https://emc-conseil.com/ |
| **Czech Republic** | Radek Jalůvka | SIMAR - Association of Market Research and Public Opinion Agencies (A) | www.simar.cz |
| | Hana Huntova | (Formerly part of) SIMAR - Association of Market Research and Public Opinion Agencies (A) | www.simar.cz |
| | Hana Svechotova | (Formerly part of) SIMAR - Association of Market Research and Public Opinion Agencies (A) | www.simar.cz |
| **Finland** | Katariina Relander (R) | Sanoma | www.sanoma.com |
| **France** | Céline Barbe | SYNTEC Etude (A) | www.syntec-etudes.com |
| | Isabelle Fabry (R) | ActFuture | www.actfuture.com |
| | Laure Benaroya | June Marketing | www.junemarketing.fr |
| | David Ifrah | SYNTEC Etude (A) | www.syntec-etudes.com |
| **Germany** | Bettina Klumpe | ADM e.V. - The Business Association for Market & Social Research (A) | www.adm-ev.de |
| | Christina Uflacker | ADM e.V. - The Business Association for Market & Social Research (A) | www.adm-ev.de |
| | Andreas Knappstein (R) | Bilendi | https://www.bilendi.de/ |
| | Claudia Kuhlmann (R) | Interrogare | https://interrogare.de/en/ |
| **Ghana** | Ireneus Adulmina Gundona (R) | Consumer Insights Consult | www.cic-africa.com |
| **Greece** | Angela Stathopoulou (R) | Metron Analysis | www.metronanalysis.gr |
| **Hong Kong** | Chris Farquhar (R) | Cimigo Consulting | www.cimigoconsulting.com |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| **Indonesia** | Yanti Nisro (R) | Deka Marketing Research | www.deka-research.co.id |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| **Iran** | Afshin Vafadar | Bazaar Negar | www.bazaarnegar.com |
| | Parissa Porouchani (R) | Bazaar Negar | www.bazaarnegar.com |
| **Japan** | Hiroyuki Ichinose | JMRA - Japan Marketing Research Association (A) | www.jmra-net.or.jp |
| | Shinichi Hosokawa (R) | GMO Research | www.gmo-research.com |
| | Saito George | JMRA - Japan Marketing Research Association (A) | www.jmra-net.or.jp |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| **Kazakhstan** | Natalya Ospanova | Alvin Market | www.alvin.kz |
| | Saniya Shyonkhaider | Alvin Market | www.alvin.kz |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| **Kenya** | Daniel Ogechi | MSRA - Marketing & Social Research Association (A) | www.msra.africa |
| | Jonathan Karanja (R) | Frontier Consulting | www.frontierconsulting.africa |

| | | | |
|---|---|---|---|
| Korea, Republic of | Bomi Park | KORA - Korea Research Association (A) | www.ikora.or.kr |
| | Jun Bin Park | Foremer Esomar Representative | - |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| Kuwait | Majed Ghorbal (R) | National Bank of Kuwait | www.nbk.com |
| Latvia | Linda Ezera (R) | Norstat | www.norstat.co |
| Malaysia | Johnson Tan | Pinnacle Analytics | www.pinnacleanalytics.com.my |
| | John Smurthwaite (R) | MRSM - Marketing Research Society Malaysia (A) | www.mrsm.org.my |
| Mexico | Gabriela Alcala Saenz | AMAI - Mexican Association of Market Intelligence and Public Opinion Agencies (A) | https://www.amai.org/ |
| | Olga Nelly Espinoza Villegas | Former Esomar Representative | - |
| Mongolia | Bumerdene Dulam (R) | Mongolian Marketing Consulting Group | www.mmcg.mn/ |
| | Davaasuren Chuluunbat | Mongolian Marketing Consulting Group | www.mmcg.mn/ |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| New Zealand | Ian Mills | RANZ - Research Association New Zealand (A) | www.researchassociation.org.nz |
| | Susanna Baggaley | RANZ - Research Association New Zealand (A) | www.researchassociation.org.nz |
| | Michael Howard (R) | Infotools Ltd. | www.infotools.com |
| | Ann Thompson | Former Esomar Representative | - |
| Nigeria | Seyi Adeoye | NiMRA - Nigeria Market Research Association (A) | www.nimra.ng |
| | Paul Nnanwobu | Former Respondent of Global Market Research | - |
| | Opeyemi Dairo | NiMRA - Nigeria Market Research Association (A) | www.nimra.ng |
| | Josiah Ebhomenye | Market Trends International Limited | http://www.markettrends-int.com/ |
| | Oluwakemi Osoba (R) | Camille Market Insights Limited | - |
| Peru | Urpi Torrado (R) | Datum Internacional | www.datum.com.pe |
| | Rosario Mellado (R) | Ipsos | www.ipsos.com |
| | Javier Alvarez | APEIM - Peruvian Association of Market Intelligence Companies (A) | https://apeim.com.pe/ |
| Poland | Tomek Opalski | OFBOR - Polish Association of Public Opinion and Marketing Research Firms (A) | https://www.ofbor.pl |
| Portugal | Esperança Afonso | APODEMO - Portuguese Association of Market Research and Opinion Companies (A) | www.apodemo.pt/ |
| | Graça Sá da Bandeira | APODEMO - Portuguese Association of Market Research and Opinion Companies (A) | www.apodemo.pt/ |
| | Francisco Costa Pereira | Former Esomar Representative | - |
| | Carlos Hernandez Jr (R) | Lemon Insights Ltd. | https://lemon-insights.com/ |
| Russian Federation | Alexander Shashkin (R) | OMI - Online Market Intelligence | www.omirussia.ru |
| | Olga Strelkova | OMI - Online Market Intelligence | www.omirussia.ru |

| | | | |
|---|---|---|---|
| Saudi Arabia | Ali Bin Ghamayan (R) | Mii | www.mii-research.sa |
| | Moussa Diya | Mii | www.mii-research.sa |
| Singapore | Edward Lim Chee Wee | MRSS - Market Research Society Singapore (A) | https://www.mrssingapore.org.sg/ |
| | Baxter Tan (R) | Global Lingo | https://global-lingo.com/ |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | - |
| Slovak Republic | Václav Hřích | AKO | www.ako.sk |
| | Rastislav Kočan | SAVA - Slovak Association of Market Research Agencies (A) | https://sava.sk/ |
| | Diana Vráblová | SAVA - Slovak Association of Market Research Agencies (A) | https://sava.sk/ |
| Spain | Juan Ramón Navarro | IA - Insights & Analytics España (A) | http://ia-espana.es/ |
| | Irene Canales | Random Strategy | https://www.random-strategy.com/ |
| | Estefanía Clavero (R) | Instituto DYM | https://institutodym.es/es/ |
| | Javier Abella | Former Respondent of Global Market Research | http://ia-espana.es/ |
| | David Atanet | IA - Insights & Analytics España (A) | http://ia-espana.es/ |
| | Luis Pistoni | ODEC | www.odec.es |
| Sri Lanka | Himalee Madurasinghe (R) | Kantar LMRB | www.tnsglobal.com/office/colombo |
| | John Smurthwaite | Esomar Ambassador Asia Pacific | www.mrsm.org.my |
| Ukraine | Iryna Lylyk | Ukrainian Marketing Association (A) | www.uam.in.ua |
| | Viktoria Kyiv | Ukrainian Marketing Association (A) | www.uam.in.ua |
| United Kingdom | Debrah Harding | MRS - The Market Research Society (A) | www.mrs.org.uk |
| | Lucy Davison | Keen as Mustard Marketing | www.mustardmarketing.com |
| | Crispin Beale | mTab | www.mtab.com |
| | David Cahn | Synygis | www.synygis.com |
| United States | Anita Watkins | Insights Association (A) | www.insightsassociation.org |
| | Melanie Courtright | Insights Association (A) | www.insightsassociation.org |
| | Shannon Danzy | Formerly with Insights Association (A) | www.insightsassociation.org |
| | Chuck Miller | DM2 Corp | https://dm2corp.com/ |

| Special thanks also go to | | |
|---|---|---|
| Name | Organisation | Website |
| Micahel Brereton | Michigan State University | https://broad.msu.edu/ |
| Nick Scheponik | Outsell | www.outsellinc.com |
| Rob Keenan | Outsell | www.outsellinc.com |
| Randy Giusto | Outsell | www.outsellinc.com |

| Facilitated by | | |
|---|---|---|
| Name | Organisation | Website |
| Xabier Palacio | Esomar - Head of Intelligence, Advocacy and Standards | https://www.linkedin.com/in/xabierpalacio/ |
| Ajitha Gopalakrishnan | Esomar - Data Analyst | https://www.linkedin.com/in/ajitha-lakshmi-gopalakrishnan/ |
| Suleiman Alaini | Esomar - Insights Analyst Intern | https://www.linkedin.com/in/suleimanalaini/ |
| Brandon Heim | Esomar - Brand & Creative Lead | https://www.linkedin.com/in/brandzheim/ |
| Rosemary Carlton-Willis | Freelance Editor | https://www.linkedin.com/in/rosemarycarltonwillis/ |

esomar