

INTRODUCTION TO MARKET MEASURES

Who are we?



We're a team of brilliant and highly experienced researchers

We're agile, pragmatic, entrepreneurial and proud of the value we bring to the companies we partner with.

We provide high-value, actionable insights to help transform businesses.

YEARS IN
BUSINESS

36

COUNTRIES
WORKED IN L12M

37

PEOPLE SURVEYED IN
L12M

507,525



Helping companies succeed is at the heart of what we do

Specialists in consumer-facing businesses, working with some of the biggest retailers and manufacturers across the globe, we craft the research you need to stay at the top of your game

banner



Belvoir Farm

BORDER

CACI
EVER VIGILANT

COSTA
COFFEE

Danish Crown



GrandVision



GRENADE



Harrods

innocent



Jurassic Fibre

NEW LOOK

PRIMARK

rascal systems

the restaurant
group plc

Samworth Brothers
QUALITY FOODS

SCREWFIX



TOURISM
SOUTH EAST

Westfield

WH Smith

Wickes



accenture

Aēsop.

Childs Farm

karo
healthcare



Every piece of research we do is bespoke

From a small ingredient change to a global re-brand, the role of reliable insights is vital.

There are no black boxes and our team are experts at drawing out the insights that will transform your business

Our own field-force and in-house ops give us flexibility, control and efficiency



BRANDS | understanding presence, perceptions and performance

- Brand health
- Competitor landscaping
- Brand tracking
- Brand & strategy planning
- Proposition development
- Advertising effectiveness

PEOPLE | putting people at the centre of your decision-making

- Customer satisfaction
- Segmentation
- Customer profiling
- Store & user experience
- Voice of the non-customer
- Shopper research

PRODUCTS | helping you deliver winning products

- Category segmentation and merchandising
- Concept & product development
- Range optimization
- Product testing
- Packaging research
- Claims, pricing & promotion

MARKET | insights to inform acquisitions and market expansion

- Usage & attitude studies
- Market sizing
- Store appraisals
- Trend analysis
- Buyer & vendor due diligence
- Location planning & evaluation

THANK YOU

Any queries?
Just get in touch

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