

Future Market Insights

Corporate Office 3rd Floor, 207 Regent Street,
London W1B 3HH, United Kingdom

T: + 44 (0) 20 7692 8790, D: +44 (0) 20 3287 4268

Email: sales@futuremarketinsights.com

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Hello,

We welcome you to our quarterly newsletter! We have taken the liberty of signing you up for the first issue of our newsletter with the hope that the information presented here will be valuable for you. We want this newsletter to be of utmost benefit to you, therefore, we request you to share your feedback and suggestions with us. If at any given point of time, you wish to unsubscribe, you can click on the 'unsubscribe' link at the bottom of this issue.



Sudip Saha
Managing Consultant

IMPACT OF TECHNOLOGY ON MARKET RESEARCH INDUSTRY

Technology has had a massive impact on the market research industry. The innovation in the field of data analysis, big data, and social media analytics has completely transformed the manner in which market research is conducted.

Big Data has provided market researchers with a large data source which can be used for risk evaluation and analysing consumer behaviour. Although the sheer amount of unstructured data presents certain challenges for market researchers, the advantages it provides are tremendous.



Social media has emerged as a viable platform for market researchers to gauge consumer sentiment about a product or service. It has presented researchers with a wonderful opportunity of surveying an audience while simultaneously compiling data. Social media monitoring and sentiment analysis has offered researchers a cost-effective alternative to traditional market research techniques.

The volume of data generated by Big Data and social media analysis is immense, and market researchers need enhanced tools to analyse this massive amount of data. Innovation in data analysis technology and development of advanced tools has made data analytics simpler and more sophisticated.



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WHY MARKET RESEARCH IS IMPORTANT FOR YOUR BUSINESS

The importance of market research in today's fiercely competitive environment cannot be overstated. In order to stay in sync with the ever-changing demands of today's technologically-savvy consumers, you need to put in the effort to know their needs, wants, likes, and dislikes. Some key reasons for investing in market research are,

1. Market Research Helps you Know your Audience

Market research gives you key insights about the composition of your target audience. It brings you closer to understanding their needs and expectations. Market research helps shift the focus on what the consumers want rather than what you think they want.



2. Market Research Helps you Set Realistic Targets & Develop Effective Strategies

Market research provides you key insights that help in making informed decisions, such as launching new products or services and choosing the right marketing and distribution channels.

3. Market Research Helps you Understand the Competition

Market research not only helps you understand the market but also your competition. It provides you crucial information on the competitive landscape and helps you make the right moves.



4. Market Research Helps Identify Areas for Business Expansion & Growth

Market research is one of the most important activities that you should undertake if you are planning to expand your business. Market research helps you understand the market scenario and the opportunities of launching new products and services.

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THIS QUARTER AT FUTURE MARKET INSIGHTS

Q1 FY 2015 at a Glance

11 Published Reports covering

 <p>Electronics Adhesives Market Membrane Chemicals Market Coated Fabrics Market Acetone Market</p> <p>Chemicals & Materials</p>	 <p>Smart Water Bottle Market</p> <p>Retail and Consumer Products</p>	 <p>Organic Baby Food Market Dietary Supplements Market</p> <p>Food and Beverages</p>
 <p>Video on Demand Market Mobile Payments Transaction Market Wearable Computing Devices Market</p> <p>Electronics & ICT</p>	 <p>Car Rental Market</p> <p>Automotive & Transportation</p>	

We are currently working on over 200 upcoming market research reports catering to the above mentioned sectors as well as the following;

 <p>Industrial Automation & Equipment</p>	  <p>Service & Utilities</p>	 <p>Energy, Mining, Oil & Gas</p>
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You can check the complete list of our upcoming market research reports at

<http://www.futuremarketinsights.com/reports/upcomingreports>

We received a tremendous response for our market research reports from our clients, which include both large multinational companies and local businesses. This is what our clients had to say about our work.

“FMI’s market research report provided us key insights on the prospects of the stevia market and this helped us made some crucial strategic decisions. We are extremely pleased with the quality of their report and recommend FMI to every business that wants to get insightful, accurate data.”

A leading multinational food and beverage company on our report, “Global Stevia Market Analysis & Opportunity Assessment, 2014 – 2020”

“FMI’s report helped us understand the key dynamics for the digital transformation market in Middle East and North Africa. We are extremely pleased with their seamless services.”

A leading Saudi Arabian systems integration company on our report, MENA Digital Transformation Market Analysis and Opportunity Assessment, 2014 – 2020

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