

Insights: Market Research Sector Update

July 2021



» Market overview

+\$300B
Total Addressable Market

For the Global Digital Transformation and Marketing Services market

\$80BN
Total Addressable Market

For full-service research and marketing data and analytics
The market research sector accounting for c. \$40bn of this market

c.23%
Growth Rate

The digital transformation market is growing at a 23% CAGR on the back of acceleration demand due to the COVID19 pandemic

Large scale consolidation is reshaping the landscape

M&A is playing an active role as vendors vie for scale, growth and wallet share

Focus is increasing on CX as a critical part of digital transformation agenda

Digital agencies, consultancies and SaaS vendors encroaching on budgets

» Research sector highlights underpin favorable secular tailwinds

Market size and growth

- Sizable global market at ~\$40B; \$80B per ESOMAR with addition of analytics
- Market research is set to keep on growing in 2021 and beyond

Ample TAM to chase and capture

Budgets

- Almost 2 in 3 companies canceled or postponed some of their planned research due to COVID however...
- Companies need a better understanding of post-2020 markets and how consumers now think and feel

Spend on research is recovering quickly

Digital Marketing + Digital Transformation

Products and vendors

- Companies that can provide business leaders with agile, data-backed market analysis across media platforms are expected to be the most successful. As are those who can take a blended approach with human intelligence and the latest tools and technology

Marketplace winners will successfully optimize MR while positioning for success in digital/data

Digital Strategy

CRM / CX

Full-Service Research and Marketing Data

Research Data

TAM: \$80
(\$ billions)

\$10

\$14

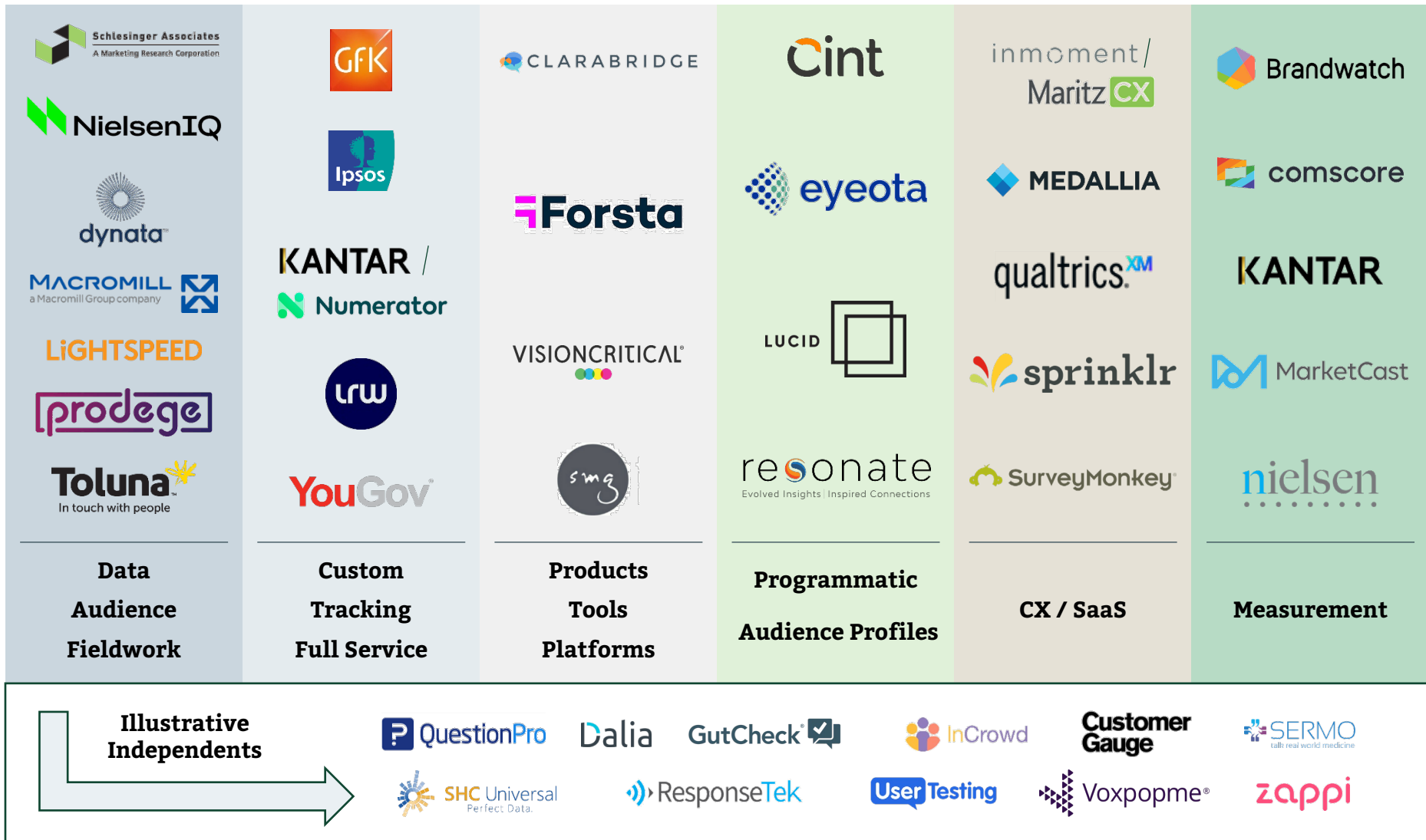
+\$300

Market outlook and opportunity




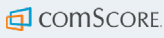
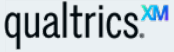




















- M&A playing an active role as vendors vie for scale, growth and wallet share – advertising agencies have increasingly acquired MR companies to pursue value-added services and new capabilities

Private Equity are attracted to the sizable, fragmented and disrupted market

» The existing sector landscape...



» ...is evolving as market players focus on new opportunities

Global agencies and measurement companies are exposed	<ul style="list-style-type: none"> Flat / declining revenue >> cutting costs and resources Divesting, restructuring or held for sale Vulnerable accounts / talent drain 	   
CX tech vendors taking mind and wallet share	<ul style="list-style-type: none"> MDLA, XM and SVMK IPOs are highly “simulative” for the category SaaS vendors seeking access to enterprise client relationships / channel partners Turning up the M&A where others can’t compete on price 	  
Consultancy and VOC / KPO firms eyeing marketing, CX and analytics opportunity	<ul style="list-style-type: none"> Big 4 dabbling in insights / CX M&A (Deloitte / LRA, KPMG / Nunwood) VoC KPO firms pushing into CX (Nice, Verint) All the above acquiring for “tip of spear” 	    
Large scale consolidation reshaping the landscape	<ul style="list-style-type: none"> Return to growth through scale Expand share of wallet/ mind through service set expansion Further bridging of the gap between research/insights and marketing 	     
Large cap Private Equity are active in the category	<ul style="list-style-type: none"> Attracted to sizable, fragmented and disrupted market Understand value of research “seat at the table” Recapitalizing the market to help re-define the market for digital era 	       

Sizable opportunity at the convergence of traditional research advisory, UX / CX / XM and digital transformation

» Notable recent insights transactions

Recently Traded

























































































Recently In Market / Coming To Market?

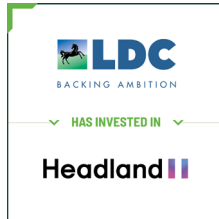



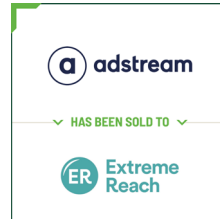
» JEGI CLARITY – Unparalleled expertise across the media, information and technology sectors



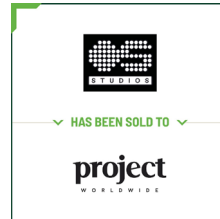
IT
Consultancy



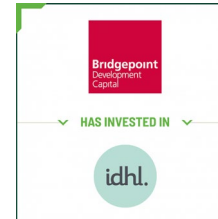
Comms
Agency



Content Delivery
Platform



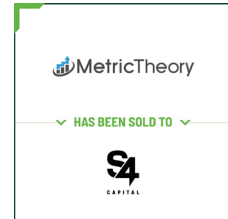
Esports
Agency



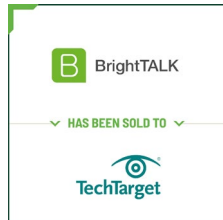
Digital
Transformation



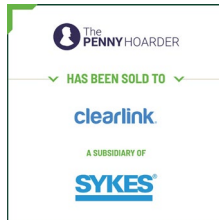
B2B
Information



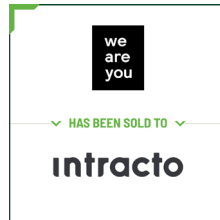
Performance
Marketing



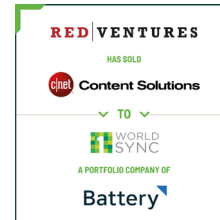
Content Marketing
Platform



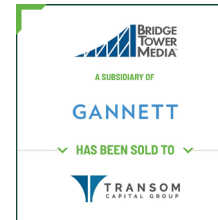
Digital
Content



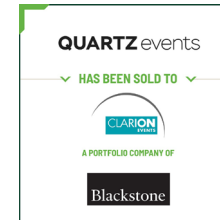
Digital
Agency



B2B Content
Syndication



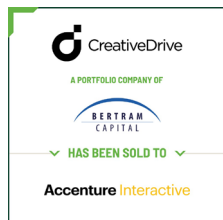
B2B
Media



B2B
Events



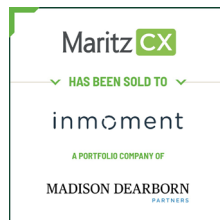
Digital
Content



Content
Production



Content
Monetization



CX
Software



Alternative Legal
Service Provider



CX
Research



Digital
Agency



Executive
Network Platform