

What is Market Insight?

Contributed by DJS Research Ltd
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Market Insight, as explained by DJS Research Ltd.

The key aim of market insight research is to discover a fact about that market that has not previously been made use of, but when leveraged will generate increased profits. Alternatively, market insight can be defined as the attempt to discover a penetrating truth about consumers, their aspirations and motivations which can in turn be used to generate growth. The market insights delivered by research companies, regardless of methodology, should be credible, actionable and practical suggestions that will make a real difference to the client.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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