

# What is Chemical Market Research?

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The chemical industry represents one of the largest sectors in the global economy and is responsible for the production of more than 70,000 different types of product including polymers, pesticides, fertilisers and detergents among many others. Many of the world's largest companies operate in the chemical industry, including Dow Chemical, BASF, DuPont, Bayer and Mitsubishi Chemical. Given that the sector is so wide-ranging, it is unsurprising that there is a call for the majority of market research methodologies and techniques, and that they are employed in a multitude of different ways to gain insight in to a wide array of issues.

Some examples of the types of research carried out in and on behalf of the chemical sector include perception studies relating to new products or to gain insights in to possible product improvements, customer satisfaction studies, key account research, customer needs research, branding research, ad testing and ad tracking - although this list is by no means exhaustive.Â

DJS Research Ltd has vast experience of carrying out chemical market research, having worked for and formed relationships with some of the world's largest organisations in this industry. For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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