MRS New Research Annual League Table Shows Early Signs Of Industry Recovery

Contributed by MRS
Monday, 02 December 2013
Last Updated Monday, 02 December 2013

The Market Research Society (MRS) recently published its Annual League Table which ranks by UK-based turnover, the largest organisations (those with a turnover exceeding Â£3milliion) in the UK research and insight industry.

After adjustments to reflect the impact of acquisitions within the table, and departures from it, like-for-like growth of 0.12% was achieved over the 12-month period.Â These early signs of growth have been consolidated during 2013, with other positive business indicators. For the first time the MRSâ€™s Annual League Table also analyses growth of organisations within the table and provides growth rankings to show relative growth of companies listed. The UK is the worldâ€™s second largest research and insight industry, with ownership of the Top 20 organisations reflecting this. The Top 20 consists of 12 UK firms, six US firms, one French firm and one German firm.Â The release of the MRS Annual League Table builds on the MRSâ€™s Business of Evidence report that was issued in 2012 that estimated that the research and evidence market is worth at least Â£3bn a year of gross value added (GVA), contributing more than Â£1bn of export sales. Jane Frost CBE, Chief Executive Officer of MRS, comments:Â â€œIt is encouraging to see that across the spectrum of research and insight business, from the largest public global groups, to the boutique businesses there are early signs of growth within the industry against the backdrop of very tough trading conditions. â€œThe table reflects the wide range of expertise deployed by companies to provide the market and customer understanding needed by both business and the public sector.Â This includes everything from social and data analytics to ethnography and gamification. â€œThe expertise of these organisations is gained through knowledge sharing and using a variety of techniques and methodologies to provide insight which is second to none.â€• Frost continues, â€œThe rankings on the League Table are by ownership groups rather than individual companies, emphasising the extent and impact of industry consolidation at all levels.â€• To view the full table, visit the MRS website http://www.mrs.org.uk/leaguetableFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group