

Kantar Worldpanel Comtech grows global reach

Contributed by Kantar Worldpanel ComTech
Thursday, 16 October 2014
Last Updated Monday, 20 October 2014

Kantar Worldpanel ComTech, the global leader in mobile and technology panel research, is further expanding its coverage by launching a new consumer panel in Russia this month. In addition, the specialist is also increasing the size of its panel in China by 50% to over 22,000 individuals – responding to a huge rise in demand for this service since its launch in 2012.

The new panel in Russia will consist of 10,000 consumers which represent the urban population over the age of 16. This panel will submit 120,000 interviews each year and report on the full suite of ComTech insights including smartphone sales, usage, loyalty, and carrier dynamics. The first results from this panel are expected in January 2015.

Nic Lewisohn, managing director at Kantar Worldpanel ComTech, said: “Russia is among the ten largest world economies and represents a strategically important and dynamic market for our clients. This longitudinal panel will be the biggest and most insightful of its kind and will provide the information to help local and global companies plan and evaluate their commercial strategy in Russia.”

Kantar Worldpanel ComTech is also increasing the size of its panel in China by 50% to over 22,000 individuals as of January 2015. Since its launch in 2012 demand for insight into Chinese consumer data has grown rapidly as both global and domestic firms look to tap into this emerging market. The larger panel will provide deeper insight into niche demographic groups and smaller city tiers, providing another layer of granularity into this critical market.

The new Russian panel and extension in China adds to Kantar Worldpanel ComTech’s already extensive coverage of key global technology markets. These include:

Europe: UK, Germany, France, Italy, Spain
Americas: United States, Brazil, Mexico, Argentina
Asia Pacific: China, Japan, Australia