

MRS new research Annual League Tables show the industry emerging from the embers of recession

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The Market Research Society (MRS) has today published its Annual League Table which ranks by UK-based turnover, the largest organisations (those with a turnover exceeding £3 million) in the UK research and insight industry. Overall growth of 2.5% was achieved over the 12-month period. This level of growth shows that the research industry is getting stronger and is recovering from the impacts of the recession.

The UK is the world's second largest research and insight industry, and in 2013 all the organisations featured on the League Table collectively generated over £2.455 billion of turnover. The Top 20, which account for 75% of turnover value of the table, with ultimate ownership of the Top 20 consisting of 12 UK businesses, five US, one each from France, Germany and the Netherlands.

For the first time the MRS's Annual League Table includes data collection and panel businesses, many of which collect, and provide data services to end users who use research data as the evidence on which to make critical decisions. The 2013 consolidated League Table features 86 organisations there have been five new entrants and no departures since last year.

Alongside the MRS Annual League Table, MRS has released a new listing that ranks the Top 50 Individual Agencies by Turnover this breaks out those organisations that are part of a group into their individual businesses. As part of this new ranking, the 20 fastest-growing agencies by organic growth, acquisition, or both, are also included in a separate table, extracted from the growth rates in the individual table.

Jane Frost CBE, Chief Executive Officer of MRS, comments: "It is very encouraging to see that the research industry is showing renewed strength and tangible growth. It has been a tough few years and it is testament to the resilience of the industry that there have been no departures from the table over the past year.

"The tables reflect the wide range of talent and skills deployed by organisations, from the largest public global groups, to the boutique businesses, to provide the market and customer understanding needed by both business and the public sector. This includes everything from monitoring, measurement and understanding of markets in support of well informed, evidence-based decision-making.

"The rankings on the Consolidated League Table are by ownership groups rather than individual companies, emphasising the extent and impact of industry consolidation at all levels."

Frost continues, "Meanwhile, strong recognisable brand names continue to exist in our new individual agency level ranking, which is accounted for regardless of corporate or individual ownership."

To view the full tables, visit the MRS website <http://www.mrs.org.uk/leaguetable>