

Demand for market research greater than ever

Contributed by Research & Results
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Research & Results'™ ten-year anniversary as a market research trade fair was a tremendous success. With a record 169 businesses from 23 nations exhibiting at the Munich MOC, Research & Results presented itself as the largest market research expo in the world. More than 3,200 delegates came together to talk and learn about the latest trends and themes in the industry through the exhibition and 99 accompanying workshops.

Visitors awarded the fair top marks, with 84 percent satisfied or very satisfied according to the GfK visitor survey (n=217) in partnership with cluetec. In addition, delegates revealed their top three reasons for attending was 'making new contacts' (48 percent), 'cultivating existing contacts' (38 percent) and 'information about new themes and trends' (33 percent).

The 99 exhibitor workshops proved a particular draw. Here, market research experts gave presentations on the latest themes, approaches, best practices and case studies. Qualitative market research, electronic sampling and customer satisfaction were especially popular topics this year, often attracting as many as 130 delegates each.

A further highlight of this year's fair was the anniversary Happy Hour marking the occasion of the tenth anniversary on the event's second day. Delegates and exhibitors alike were invited to draw the two-day event to a close with a complimentary glass of wine, beer or soda.

'Research & Results'™ development is a real success story. Nine years ago we started with 65 exhibitors and 40 workshops and we've been growing the numbers every year. Today, Research & Results is the largest market research trade fair in the world,' says Heinrich Fischer, CEO of Research & Results.

Research & Results 2016 takes place on October 26 and 27, 2016 in the Munich MOC.