



GLOBAL TRENDS DISRUPTING THE FUTURE OF MARKET RESEARCH

ABOUT INFINITI

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

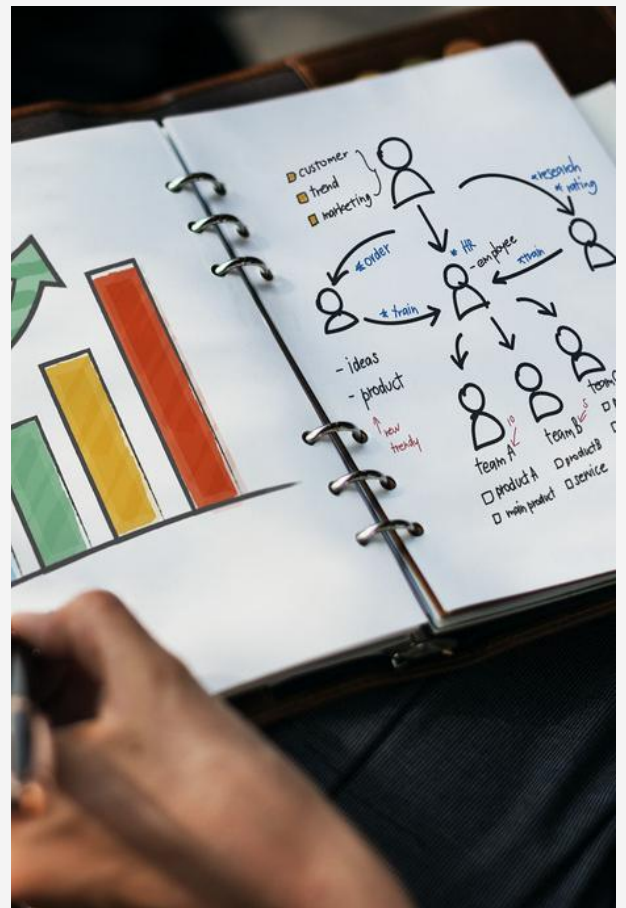
OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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INTRODUCTION

Market research involves a set of processes that help in gathering, analyzing, and interpreting about a particular market or a product/service to be offered in that market. Market research is an integral part of the business planning process as it provides relevant data to help solve marketing challenges that a business is most likely to face.



There has been an unprecedented amount of global market changes over the past several years. The market research industry is at a stage of evolution due to the disruptions taking place in both execution and delivery stages. Infiniti Research reveals some of the key global trends that are expected to disrupt the future of market research.

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To be successful despite the constant changes in the market, researchers need to understand the global trends impacting the market research industry and meet the evolving and tensioned needs of tomorrow's client.

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TRENDS DISRUPTING MARKET RESEARCH



Automated technology

Clients expect research reports to be at their disposal at the earliest possible time. The rapid investment in automated technology will create some of the largest changes for the market research industry. Developments in areas such as machine learning, and artificial intelligence enable faster report creation and text analytics. Thereby, research can invest their efforts into story-telling and problem solving rather than spending more time on manual research. Automation also requires lesser time and money to be invested by the clients.

Big data and predictive analytics

Technological advancements including big data and machines learning is nothing less than a boon for market researchers. They have the ability to conduct predictive analytics and develop models that learn from the data, identify patterns and make decisions with minimal human intervention. Over the next decade, big data and predictive analytics is expected to revamp the entire market research process by collecting and filtering data in real-time. This would give researchers more time to determine why and how this information can be used.

Data privacy and transparency

The use of technology has undoubtedly brought us an array of benefits, but it comes with its own set of drawbacks. There have been serious concerns about the reliability of the data collected in the era of “fake news” and also about the privacy of the data. Market researches will soon find it mandatory to provide clients with radical transparency at every stage of the research process and foster close partnerships based on trust.

Market researchers as communicators

Market researchers are the trusted providers of critical business information. However, in order to be more effective and solve the right problems, modern day market researchers are now expected to be better communicators throughout the entire research process. They need to progress their level of engagement with key decision makers and end users to drive stronger solution design, proactively deliver preliminary results, react and reshape next phases of research based on their expertise, and learn alongside their clients in real-time.

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Market researchers are expected to deliver accurate, insightful solutions to clients with shorter turnaround times and smaller budgets. To be successful, researchers should embrace new technologies available for streamlining and automating data collection and analysis, consequently dedicating more time to higher-level problem solving and storytelling.

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