

An aerial, high-angle photograph of a bustling city plaza. The plaza is paved with light-colored tiles and has a yellow line running across it. Numerous people are walking in various directions, creating a sense of movement. In the background, there are modern buildings with glass facades and a large, multi-level staircase. A large, colorful geometric graphic, resembling a stylized star or a cluster of triangles in shades of yellow, orange, and pink, is overlaid on the center of the image. Inside this graphic, the text "global market research" is written in white, lowercase letters.

global market research

**Innovative global
research you can trust.
Unique local knowledge
you can count on.**



Your global network of local experts

Founded in 1986 by a group of leading market research firms, today GMR and our member network spans the globe with offices in 26 countries. And while we all might live in different time zones and speak different languages, we all share the same vision: To offer our clients a trusted global network of local expertise that helps them adapt to changing markets and mindsets by keeping them on top of relevant trends and new developments, both around the world and around the corner.

What makes GMR different? Unlike many international research organisations, our network is made up of like-minded independent research firms. Each regional office is entrusted to conduct research using the methods and innovative platforms they feel will be the most relevant locally and beneficial to the client based on the project objectives. And as new global trends and consumer insights emerge, the GMR member network has the local capabilities and expertise to execute accurate and actionable data on a global scale.



For over 30 years, GMR and its members have been providing value-added market research and consultancy services worldwide

A world of research awaits

As collaborative as it is cutting-edge, the GMR member network currently has offices in some of the world's most active and dynamic markets – the United States, United Kingdom, Canada, Spain, Italy, Japan and China. We are also actively exploring expansion into South America, Central Europe and Southeast Asia to further increase our global reach and regional expertise.



All GMR members work to agreed and tested international standards for qualitative and quantitative research



GMR is an international partnership of 26 independent and fully accredited national market research companies



A better approach means better results

The fresher the research solution the better and more accurate the results. To help achieve this, GMR takes a flexible approach to our client work to deliver what they really need, and not the 'off the shelf' solution they don't. Plus, we understand that international research in particular requires a high level of interpretation of the results based on sound cultural and commercial experience. That's why our quantitative and qualitative research is supported by Senior Researchers, all of whom are there to turn research findings into an effective and practical tool.

While GMR has helped a wide spectrum of clients in a variety of industries, our core focus and track record has seen us specializing in the following global markets:

Financial: Tracking and establishment studies of financial markets and institutions. Analysis of new financial products.

FMCG: Total program evaluation from product and brand development to corporate and customer satisfaction studies.

Information Technology: Market analysis and new product development across the whole spectrum of IT and telecommunications markets.

Retail: Establishing catchment area limits, customer counts, customer satisfaction analysis and in-store exit interviewing.

Travel & Tourism: Holiday studies, visitor surveys, and hotel evaluation.

Business to Business: Market evaluation, analysis of decision-making process, segmentation, creativity, concept testing, marketing planning, communication strategy, customer satisfaction measurement, advertising pre-post testing.

Healthcare: Market Evaluation, decision process analysis, market segmentation, product development, communication strategy, customer satisfaction.

Consumer: concept screening, product testing, advertisement testing, positioning research, image and awareness tracking, usage and attitude research.



Let's get started

If the international marketplace is your focus and future-proofing your business is your goal, GMR and our global member network are the partners you're looking for. From research design that benefits you with real human insight on local levels to offering you highly innovative and customizable solutions, we have over 30 years of experience doing exactly what you need – seeing what the world thinks.

Contact a GMR Research Director today at info@agmr.com or visit www.agmr.com for more.

