CURRENT TRENDS IN MARKET RESEARCH

2023 was a busy year for us hear at Zeldis, and we wanted to take a moment to share our perspective on what we've seen as the priorities in market research over the past year.

This comes from working with our 50+ clients and attending numerous market research conferences in 2023, though keep in mind that Zeldis is focused on the Financial Services, P&C Insurance, and Health Insurance and Healthcare sectors, so our experience is often centered there.

Artificial Intelligence (AI)

Sometimes it feels this is all anyone is talking about! Attend an MR conference and at least half the sessions are about AI. It is already being used for data analysis and synthesis, coding, and more. But there are also important caveats and cautions, including data privacy and accuracy, so many are justifiably taking it slowly.

01

Data Quality

The ability to collect accurate quantitative data has become increasingly challenging. Years of overtaxing panel respondents and an ever-escalating level of fraud has called much panel data into question, while spam filters and phishing fears have made reaching known respondents via email more difficult. The industry continues to look for solutions to accessing quality survey respondents.

02

Communities

Companies have realized that managed communities can be an efficient and reliable way to collect data from a closed, vetted group. This can be leveraged in both consumers and B2B markets, often using a branded approach and going beyond research to build connection and engagement. However, there continue to be challenges in building, maintaining, and effectively leveraging this approach.

03

Thought Leadership

More and more brands in the insurance and financial services market are realizing that offering best in class products and services are not enough to differentiate themselves in the market. This is especially true when it comes to winning over a B2B audience. These companies are making a focused effort to provide thought leadership in their space, and part of that is primary data on the market and on consumers.

04