

## **Market Research in the US: ISIC 7413**

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PPI

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Product coverage: Market Research Services, Public Opinion Polling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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