Value of Market Research Across Global and Local Horizons

Presenting at Myanmar Insight Seminar 2026

Mi May Phyu Phyu Sin

Secretary (Market Research Association)

Associate Director

30th ANNIVERSARY MSR MYANMAR SURVEY RESEARCH

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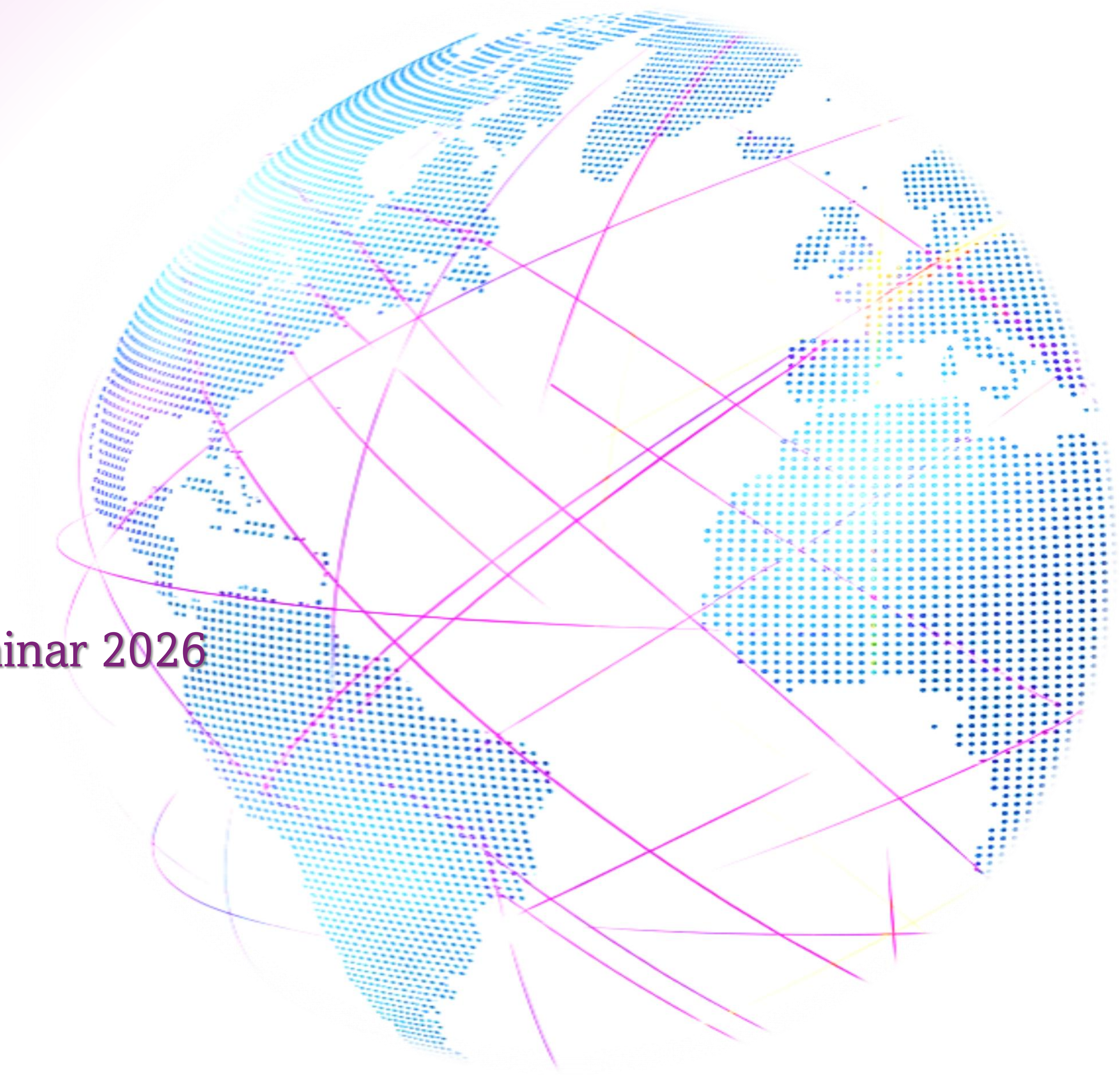
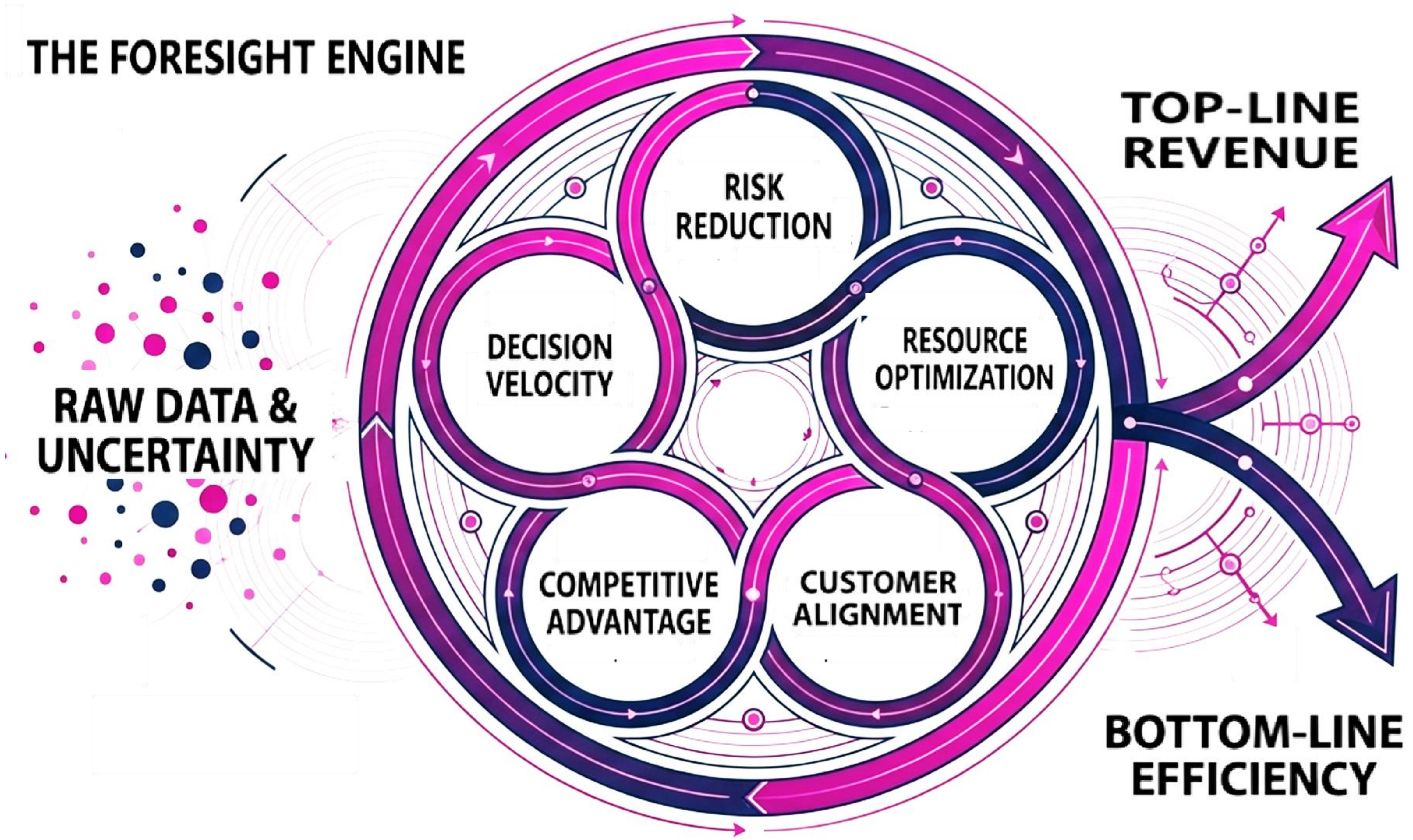


The Value of Market Research



Market research creates value by converting raw data into strategic foresight, reducing uncertainty, and directly impacting both **top-line revenue** and **bottom-line efficiency**.

Market Research Creates **National Value**

BUSINESS GROWTH

- Economic Growth
- Investment
- Innovation

- Better market intelligence → smarter investment decisions
- Identifies new opportunities and unmet needs
- Drives innovation, productivity and business

SOCIAL & CONSUMER VALUE

- Employment
- Consumer Protection

- Supports business growth and job creation
- Understands consumer needs and market problems
- Encourages better products, services and customer experiences

NATIONAL COMPETITIVENESS

- Competitive Industries
- Evidence-Based Public Policy

- Strengthens local industries and global competitiveness
- Provides evidence for better economic and social policies
- Builds a more informed and resilient economy

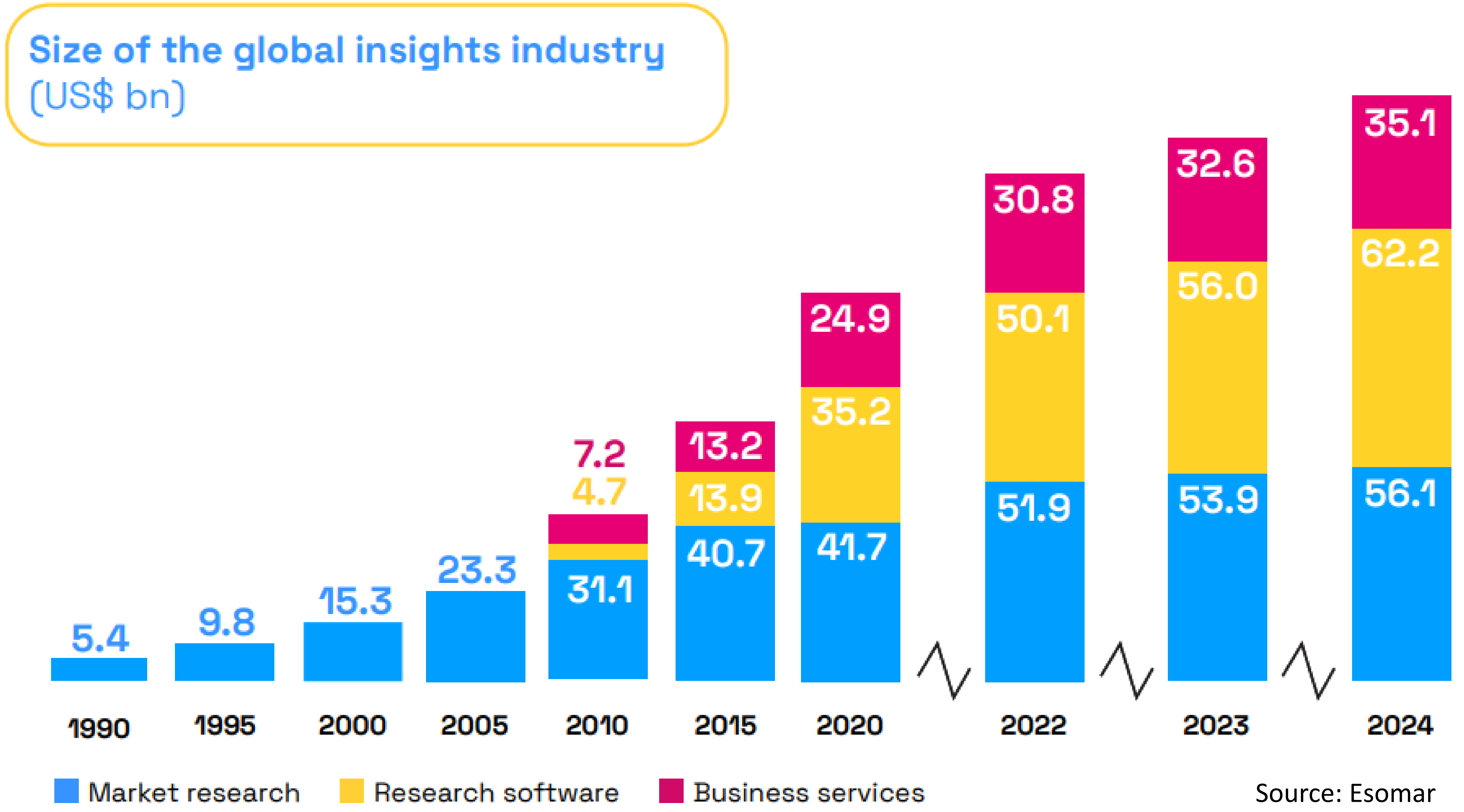
Value of Market Research in Global and Local perspective

Dimension	Global Horizon	Local Horizon
Research Question	Where and how should we compete globally?	How can we win in this market?
Focus	Countries, regions, global trends	Consumers, cities, segments, local competitors
Market sizing	Compare countries/regions	Estimate addressable local demand
Consumer insight	Cross-cultural differences	Deep local behavior
Competition	Global & regional players	Local & national competitors
Innovation	Global trends & new opportunities	Local needs & adaptation
Business impact	Market entry, expansion, investment	Product, price, channel, brand decisions
Value of MR	Better decisions across markets + Lower global risk + Faster identification of growth opportunities	Better local understanding + Better resource allocation + Stronger business decisions

At the global level, MR helps companies understand **differences and opportunities across countries, regions, cultures, and markets**.

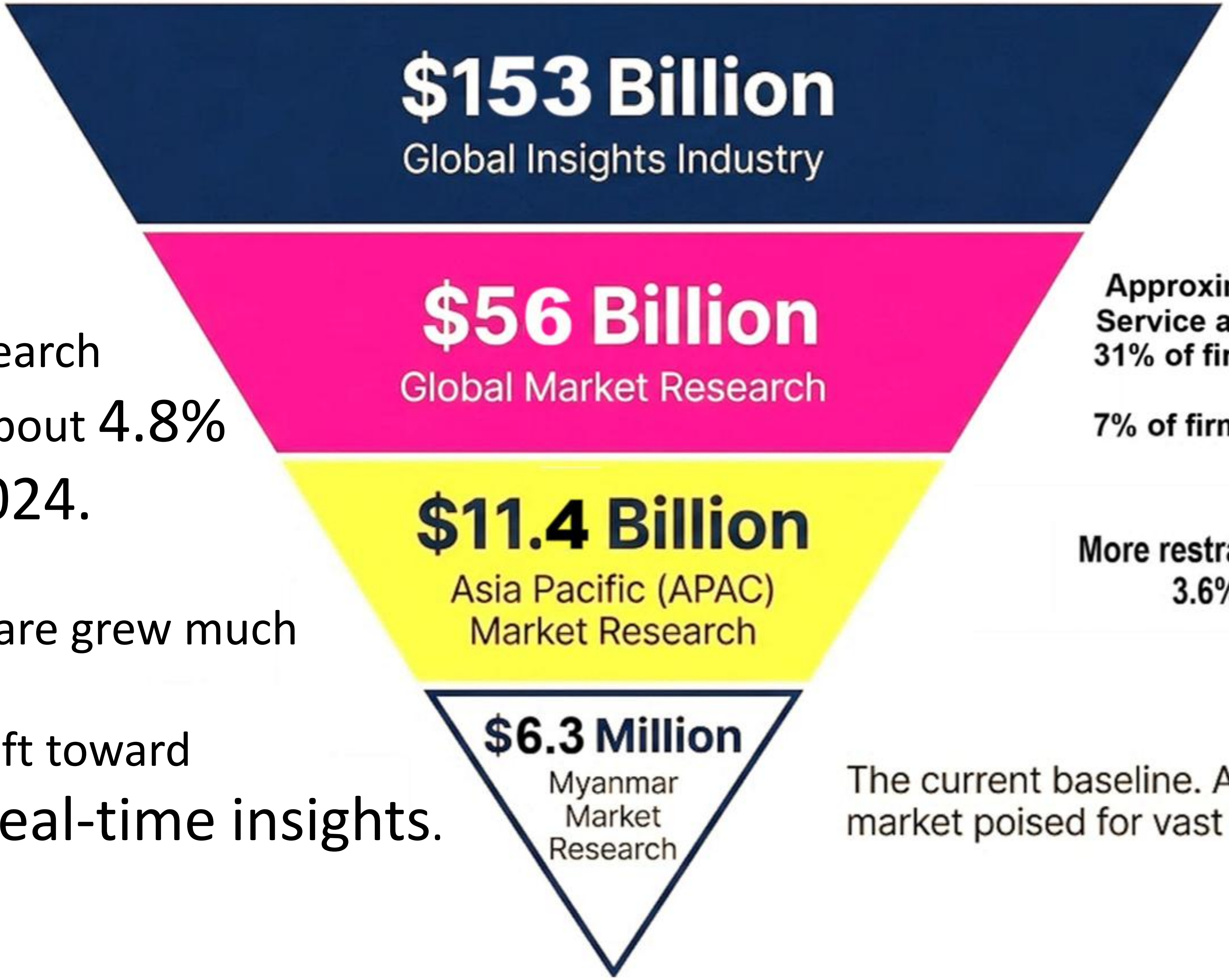
At the local level, MR is about understanding **the specific market, consumers, competitors, and business environment**.

Global Insight Industry : It's Growing



Source: Esomar

Research Is a Big Business (Global. Regional. Local)



The total global economic engine of data, analytics, and research.

Approximately 62% attributed to Full Service and Market Research Service, 31% of firms - Subscription based and Software service; 7% of firms provide business services

More restrained Growth at 3.6% in 2024.

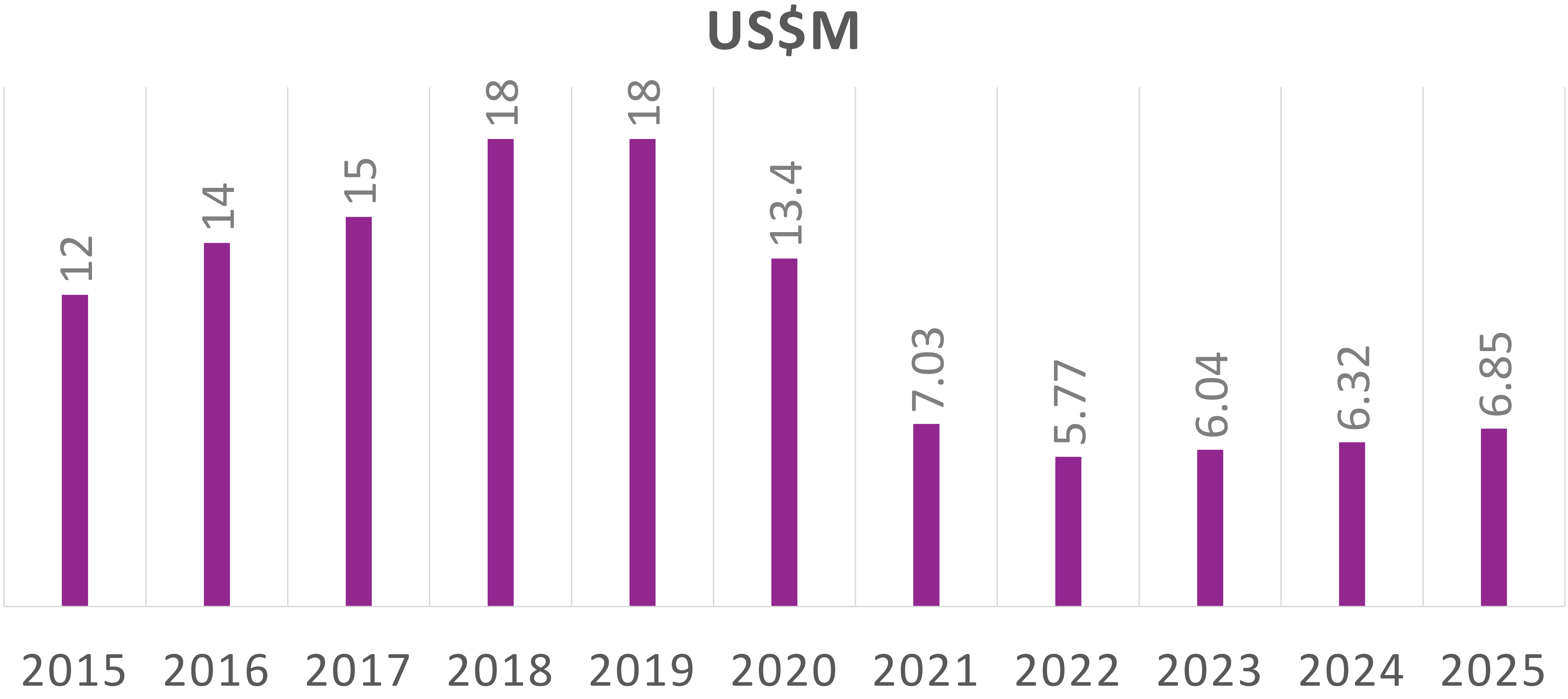
The current baseline. A highly localized market poised for vast evolution.

The market research sector grew about 4.8% nominally in 2024.

Research software grew much faster at 11.5% showing the shift toward AI + data + real-time insights.

Local Insight Industry : Growth → Disruption → Recovery

Myanmar’s MR market reflects the changing business environment



Source: Esomar

Myanmar’s MR market has not returned to its 2018–2019 peak, but the recovery since 2022 shows that businesses increasingly need market intelligence to navigate uncertainty, changing consumer behavior and competition.

The Myanmar Horizon: Local Reality and Density Gap

Local Reality

Traditional Heavy-Weighting: Market research in Myanmar heavily relies on face-to-face (F2F) and full-service fieldwork—often accounting for over 70–90% of market activity.

- a **large population but relatively low formal market-research intensity**.
- Diverse consumers across **income, geography and urban/rural markets**
- Uneven access to **digital channels, formal retail and reliable data**
- Businesses operate under **economic, infrastructure and supply-chain uncertainty**
- Many SMEs have **limited budgets for formal research**
- Consumer behavior can change rapidly with **price, availability and economic conditions**

Density Gap

Less data → More uncertainty → Higher decision risk

High market complexity + Low research intensity = Density Gap

Global / Mature Market	Myanmar Reality
High availability of consumer data	Limited / fragmented data
Continuous research & tracking	Often project-based or ad hoc
Advanced research infrastructure	Developing research ecosystem
Large corporate research budgets	More constrained SME budgets
Standardized data systems	Informal & fragmented channels
AI + real-time analytics	Growing but uneven adoption

Strategic Recommendations: The Value of Market Research

FOR RESEARCHERS

Create Strategic Intelligence

- Move beyond data collection to insight & foresight
- Combine AI + data + human expertise
- Build stronger Myanmar-specific evidence

FOR BUSINESSES

Turn Insight into Business Value

- Treat MR as capital protection, not just a cost
- Reduce market & investment risk
- Use continuous insights to drive growth and innovation

FOR POLICYMAKERS

Turn Evidence into National Value

- Strengthen market & consumer data infrastructure
- Support research, transparency and innovation
- Enable evidence-based economic policy

THE VALUE OF MARKET RESEARCH

Better Research → Better Decisions → Better Business → Stronger Economy

"The value of Market Research is not the data we collect, but the better decisions and value we create from it."

Thank You

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