



Kraemer Marktforschung is a proud partner of the  Cido global research network.

As a field service provider, we are among the leading providers in the field of qualitative and quantitative market research. With more than 30 years of experience, we have extensive expertise and are a reliable partner for companies that require well-founded and comprehensive opinion and market research.

We use modern methods and technologies to optimize the collection of data and we effectively collect and analyze selected customer feedback. In close with our clients, we develop customized studies that provide deep insights into their target groups and current market trends.

Our results are accurate, meaningful and serve our customers as an important foundation for strategic decisions and the development of innovative products and services.

With our worldwide network CIDO we are versatile and support you in the implementation and coordination of your international projects around the globe.

SERVICE				
Region	Target Groups	Method	Interviews 2022	Service
worldwide	B2C / B2B	CATI	> 300,000	field & tab
worldwide	B2C / B2B	f2f*	> 25,000	field & tab
worldwide	B2C / B2B	recruiting qual / quant	> 25,500	field & tab
worldwide	B2C / B2B	in research facility qual / quant**	> 25,500	field & tab
worldwide	B2C / B2B	mystery shopping	> 100,000	field & tab

* e.g. home-use tests, inhome or POS surveys, CAPI / PAPI, etc.

** e.g. focus groups, in-depth interviews, product tests, observations, eye-tracking, usability tests, etc.

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