



Produkt + Markt GmbH & Co. KG

www.produktundmarkt.de

Produkt + Markt has been a full-service agency since 1973, combining qualitative and quantitative research with data science expertise and application-oriented consulting. At a time when there is an abundance of data, solutions are needed that do not hide complexity but provide a reliable basis for decisions. This is what we stand for with security, clarity and inspiration.



Reliability

Quality and precision are the basis of our work. You can rely on that. We take responsibility with the aim of ensuring your long-term success beyond the project itself.

Clarity

In an increasingly complex world, we get to the heart of the matter for you. We show you what is really important. We give you authentic insights into the lives and thoughts of your target group. With relevant facts, in-depth analyses and well-founded recommendations, we provide valuable impetus for your way forward.

Inspiration

The facets of everyday life are changing ever faster. As a result, opportunities and challenges are growing. We support you in your change processes with knowledge, impulses and creativity.

Industries

- Health Care
- FMCG & Durable Goods
- Retail
- Agribusiness & Animal Health
- Automotive
- Financial Services
- Energy & Telecommunications
- Business-to-Business

Research Fields

- Brand Research
- Innovation & Trends
- Customer Experience
- Segmentation & Typologies
- Pricing & Strategic Pricing
- Shopper Research
- Empathy & Insights
- Data Science & Intelligence



Contact

Produkt + Markt GmbH & Co. KG

Otto-Lilienthal-Strasse 15
49134 Wallenhorst

Phone: +49 5407/885-0
Fax: +49 5407/885-244
E-mail: info@produktundmarkt.de
www.produktundmarkt.de



Contact person

Axel Schomborg
E-mail: ASchomborg@produktundmarkt.de