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### Market Research with Analytical Depth, Innovative Strength & Strategic Consulting

Founded in 1964, MWRResearch is an independent, owner-managed full-service market research institute based in Hamburg. We combine solid methodological expertise with creative thinking and hands-on consulting – always tailored to the specific needs of our clients.

Whether classic or digital, qualitative or quantitative: our customized solutions deliver the insights needed to develop brands, products, and business models with success.



### Insights that Drive Decisions

Strategic choices need a solid foundation. Whether it's a question of launching a new product, repositioning a brand, optimizing prices, or targeting new customer segments – we help companies turn complexity into clarity.

MWRResearch combines methodological excellence with a strong consulting mindset. We don't just deliver data – we deliver direction. Our market research is always

tailored to the specific needs of our clients and provides actionable insights with real impact.

We support decision-makers across key research areas including Brand, Communication, Customer Experience, Product, Price, Shopper, and Target Group Segmentation. With broad industry expertise – from dairy and tobacco to cosmetics and mobility – we translate consumer understanding into competitive advantage.

### Industry Expertise

- Dairy Products
- Tobacco & E-Cigarettes
- Personal Care & Cosmetics
- Lingerie & Underwear
- FMCG & Durable Goods
- Media & Communication
- Food & Beverages
- Food Service Chains

### Research Fields

- Brand Strategy & Positioning
- Customer Satisfaction & CX
- Communication & Advertising
- Product Development & Innovation
- Shopper & POS
- Target Groups & Segmentations



### Contact

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### References

Beiersdorf, Molkerei Müller, Dr. Oetker, Brown-Forman, BYD, Calzedonia, JTI, Carlsen Verlag, Melitta, Ritter Sport, L'Osteria, Vapiano, Bibel-TV, Radeberger



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