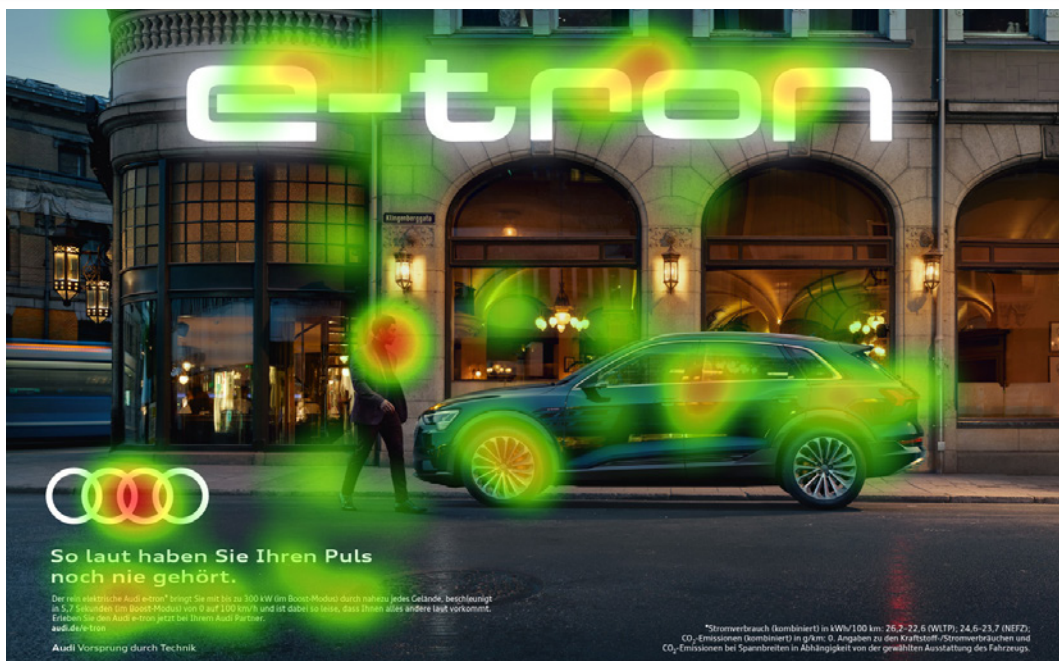




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TREND RESEARCH – The sum total of quality and passion. With expertise and extensive experience, we offer our customers tailor-made solutions.

Our agency's own online access panel stands for quality and delivers the right sample and representative, reliable survey data even for demanding studies. Qualitative methods complement our portfolio, enabling us to find the right answer to each of your questions.



Industry Expertise

- FMCG & Retail
- Corporate Communications
- Home & Living
- Automotive
- Streaming & Print Media

Research Fields

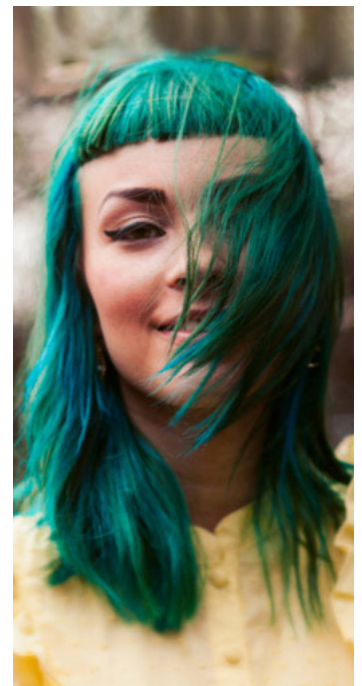
- Markets & Brands
- Advertising & Communication
- Products & Concepts
- Customer & Company
- Trends & Opinions

We conduct research with passion for renowned media companies, marketers, agencies and brand manufacturers in Germany and abroad. Our toolbox ranges from online surveys, UX walk-throughs and eye tracking to cluster, MAX-Diff and driver analyses.

Our agency's own B2C panel TRENDFRAGE has more than 55,000 active participants from Germany and comprises over 1,000 profiling characteristics relating to sociography, leisure activities, media use, internet affinity and interest in knowledge and information.

Tabular counts, targeted charts, and reports are all part of our analysis standards. In addition, we use special methods to condense information, illustrate connections between characteristics, or highlight the significance of individual product or offer characteristics.

Sample structure



Contact

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