



mindline explore is the qualitative research team within the mindline group. A team of 19 passionate and curious researchers based in Hamburg and Berlin.

We are as individual as your research questions – what connects us is our curiosity and joy of discovery.



Industry Expertise

- FMCG & Durable Goods
- Beauty & Fashion
- Pharma & Healthcare
- Retail & eCommerce
- Mobility

Research Fields

- Ethnography
- User Experience (UX)
- Co-creation & innovation research
- Shopper research
- Brand research
- Segmentation & personas
- And, of course, the classics: focus groups and explorations

Our claim: For us, everything revolves around actionable insights!

We love translating research findings into relevant recommendations that contribute to the success of our clients' brands and products.

We always seek the best solution for your questions and individual challenges – from exploration to validation to co-creation.

Our trademark: tailor-made solutions instead of standardised methods!

We always seek the optimal method for your objectives from our toolbox: from online communities to UX research with our dedicated UX team, social media recruitment and influencer think tanks to design thinking workshops and AI personas. We are also happy to develop new tools together with our customers.

We love qualitative projects! But we love integrated qualitative-quantitative research designs even more.

Our work and clients: Always curious about the new!

We work in almost all industries and categories – whether B2C or B2B, with adults and children, in Germany, Europe and worldwide.

Our core competencies lie in the areas of FMCG, beauty and fashion, health, retail, finance, mobility and

durables – and we always look forward to breaking new ground.

We work for many of the most exciting national and international brands. The long-standing trust that our customers place in us makes us proud and motivates us every day.



Contact

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References

Electrolux, Beiersdorf, B/S/H, ebay,
Haribo, Henkel, fritz-kola



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