

insightculture

Unlock meaning, spark change.

www.insight-culture.com

Insight Culture is an international market research and consulting company with over 25 years of experience. We specialise in in-depth qualitative research that explores how people engage with product categories, services, and systems in their everyday and professional lives. Our work is grounded in an anthropological understanding of culture as a dynamic system of meanings, practices, and material conditions that shape behaviour and decision-making. Building on this research, we support our clients in developing strategies grounded in real human practice.



The culture of mobile technology in rural Tanzania



Vegetable cooking culture in European restaurants



Facial skincare culture among Japanese women



Ethnic hair care in the US

Industries

- Food, Care & Beauty
- Household Appliances, Automation & Equipment
- Online Media & Gaming, Automotive
- IT (B2C & B2B)
- and more

Research areas

- Qual, Quant & Ethnography
- Consumer Behaviour, Motivations, Rituals & Norms
- Brand Strategy, Innovation & Positioning
- Cultural Contexts & Market Exploration (B2C & B2B)

What we do

We conduct qualitative research and ethnography to understand how practices, decisions, and interactions are culturally structured. Rather than looking at attitudes or behaviours in isolation, we analyse how mental, social, and material dimensions interact to shape how categories are used, experienced, and valued, in both consumer and professional contexts.

Where appropriate, we integrate quantitative approaches to validate and contextualise qualitative insight and support strategic decision-making.

Who we are

We are a team of international researchers and consultants with complementary expertise across anthropology, sociology, psychology, linguistics, as well as marketing and branding.

This pluri-disciplinary composition allows us to connect deep cultural understanding with strategic thinking and to translate insight into clear direction across brand, innovation, and go-to-market activities.

International expertise

We conduct international research regularly and are equipped to manage its complexity. Our in-house team covers the European BIG 5 markets and the United States, supported by a curated network of trusted partners in additional countries.

Beyond coverage, we bring strong experience in running and synthesising multimarket studies. We integrate findings across markets, compare perspectives, and consolidate insights to extract what truly matters without losing local nuance. This enables our clients to navigate international complexity and act with clarity and confidence.

Contact

**Insight Culture International
Marketing Research & Consulting GmbH**

Große Friedberger Straße 33–35
60313 Frankfurt am Main

Phone +49 (0)69/95 63 66-20
e-mail: eva@insight-culture.com
www.insight-culture.com

Contact person
Eva Caspary