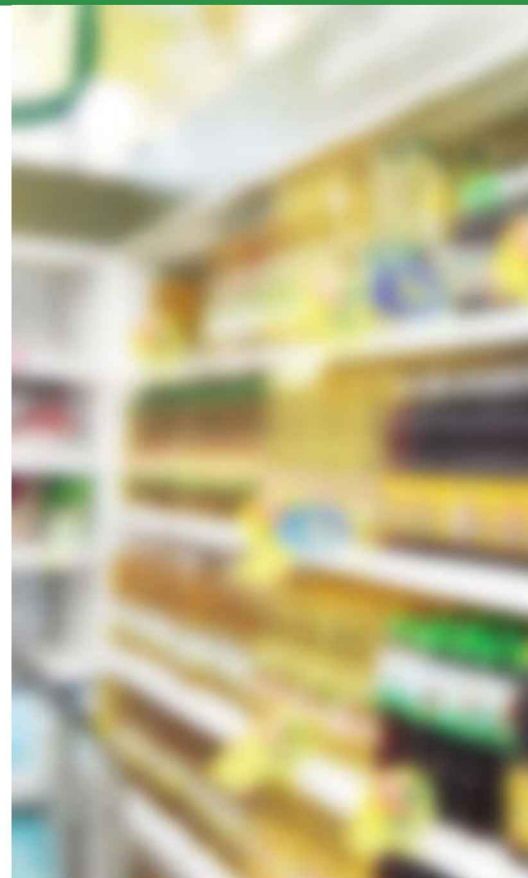


12 TOP CPG RESEARCH COMPANIES

CPG brands face an array of challenges on the journey to reach consumers and a misstep at any stage could have dramatic consequences for a product's reception and longevity. Companies can avoid the risk of marketplace failure by utilizing research partners who specialize in consumer packaged goods and the methods necessary to make them successful.

Whether you're introducing a new product or improving an existing one, the following companies are ready to meet your research needs. From consumer panels and online surveys to package design and shelf testing, these companies offer a variety of solutions and methodologies to help your brand find success in market.



Discuss.io

Founded 2012 | 57 employees
Simon Glass, CEO

Discuss.io is helping the world's largest companies turn experiences into insights. As the go-to purpose-built qualitative research platform, CX, UX and insights



teams, enterprise-level brands and agencies trust Discuss.io to enable deep, purposeful connections with their key audiences and to securely capture and share insights across their organizations in real time. By giving voice to people's experiences to drive insights and outcomes, Discuss.io is helping to transform the brand and customer relationship and usher in the new area of customer intelligence. Our award-winning technology has enabled hundreds of enterprise-level brands and their partners around the world including Unilever, Target, Ipsos and