

2022 Market Research Industry Predictions

With a new year ahead, brands are recommitting to the task of understanding their customers. Customers' needs and wants change as rapidly and unpredictably as the world around us. Thus, the importance of insightful data and quick pivots has become evident to everyone. Here are the top five market research trends we predict will dominate in 2022.



Brands Must Understand Disruptions

Looking ahead to 2022, we predict that consumer behavior will continue to be fueled by disrupted supply chains, inflation, and workforce changes. Insightful and timely market research will be critical to understanding how these disruptions impact various industries.



Preparation For Dual Realities Is Key

2022 will be an extremely busy year for the MR industry as brands must prepare themselves for a gamut of possibilities; Ultimately, companies must determine what life looks like amid and beyond the pandemic and how they can adapt.



The New Dream Team: Virtual & Automated Systems

Demand for market research will continue to rise in 2022 as companies plan for the future. However, staff and participant shortages will be a challenge for the industry, and thus, virtual automated data collection will continue to rise in popularity as it increases accessibility and convenience for consumers and researchers alike.



Emotion Is A Non-Negotiable For Brand Loyalty

Brand loyalty became somewhat malleable over the past two years, so we predict that brands will work harder to create strong customer bonds that lead to greater loyalty. Getting to the core of the emotions that drive purchase behavior will be a primary goal for researchers in 2022.



Technology Will Continue To Provide Better Experiences

In addition to artificial intelligence (AI), augmented reality and virtual reality (VR) are tools of the future, specifically for product concept testing, early-stage product feasibility analysis, and understanding consumer behavior in new markets.

The future of MR in 2022 will involve navigating obstacles, preparing for the worst (and the best), utilizing technology, and appreciating the importance of emotion in buying behaviors.

Keep an eye out for Fuel Cycle's upcoming State of Market Research & Community Report for a deeper dive into the state of the industry, 2022 predictions, and how brands can get the most from their research in the coming year and beyond.