Companies Specialized in Business Insights

Key Points

- Research suggests there are many companies offering business insights, similar to Fortune Business Insights, focusing on market research and industry analysis.
- It seems likely that major players include Ipsos, Nielsen, and Kantar, among others, providing reports and data for business decisions.
- The evidence leans toward these companies being reputable, but availability and services may vary, so checking their websites is recommended.

Direct Answer

Here’s a list of companies specialized in business insights, similar to Fortune Business Insights, which provides market research and industry analysis. These companies offer services like market reports, consumer insights, and business intelligence to help with strategic decisions. Note that the list includes major players, but there may be more depending on specific needs.

List of Companies and Links

- Fortune Business Insights
- Ipsos
- Nielsen
- Kantar
- GfK
- Forrester Research
- Gartner
- Mintel
- Statista
- YouGov

- Euromonitor International
- Frost & Sullivan
- The NPD Group
- J.D. Power
- Circana
- Dynata
- Westat
- Big Village
- Roper Center for Public Opinion Research
- BCC Research
- MarketResearch.com

Make sure to visit their websites for detailed services, as offerings can vary.

Comprehensive Analysis of Companies Specialized in Business Insights

This section provides a detailed analysis of companies specialized in business insights, similar to Fortune Business Insights, focusing on the user's request for a list of names and links. The inquiry, made at 08:58 AM +01 on Wednesday, April 23, 2025, seeks companies offering market research, industry analysis, and business intelligence services, akin to Fortune Business Insights. The analysis draws on web searches and detailed explorations of relevant sources, ensuring a thorough understanding of the market landscape and identifying reputable companies. Below, I outline the findings, organized by research process, company selection criteria, and final list compilation, with tables for clarity where appropriate.

Research Context and Methodology

The inquiry began by recognizing Fortune Business Insights as a reference point, which provides market research reports, industry analysis, and business intelligence services across various sectors. The goal was to identify all companies offering similar services, focusing on those specializing in business insights. Given the broad scope of "all companies," the research prioritized major, reputable players, as an exhaustive list would be impractical. Web searches were conducted for "market research companies," "business insights firms," and "companies like Fortune Business Insights" to identify relevant sources. Specific pages were explored to extract company names, descriptions, and website URLs, ensuring a robust set of examples covering the industry.

Understanding Business Insights Companies

Business insights companies, like Fortune Business Insights, provide data-driven reports, consumer insights, and market analysis to help organizations make informed decisions. Services typically include market research reports, industry trends, competitive analysis, and consumer behavior studies. The research focused on companies offering these services, ensuring alignment with the user's request. Given the example, companies were selected based on their specialization in market research and business intelligence, with an emphasis on publicly accessible websites for verification.

Identification of Relevant Companies

The research identified several lists of market research companies through web searches, each providing insights into the industry. Below are the key sources and their contributions:

- **GWI's Top 18 Market Research Companies in the US (2025)**: This list includes companies like GWI, MRI-Simmons, Suzy, GfK, Nielsen, Bixa, Morning Consult, Ipsos, Lucy, Comscore, Kantar Marketplace, 1+1 Research, Gartner, Toluna, Statista, SIS International Research, Forrester Research, and Resonate. It details locations, specialisms, and use cases, focusing on US consumer insights (Top 18 Market Research Companies In The US (2025)).
- **Exploding Topics' 21 Top Market Research Companies (2025)**: This list includes Ipsos, Edelman DXI, Exploding Topics, Semrush, Gartner, IMS Marketing, Forrester, Kantar, Bellomy Market Intelligence, Campos, Matrix Sciences, Knit, YouGov, Fieldwork, Kadence, Second to None, Civicom, Cascade Insights, C+R Research, Radius, and Corona Insights. It highlights customizable solutions and expert reporting, covering industries like retail and healthcare (21 Top Market Research Companies (2025)).
- **Ask Attest's Top 17 Market Research Companies in the US (2025)**: This list includes Attest, Bixa, Suzy, Remesh, Appinio, Ascendant Consulting Firm, Isurus, Ready to Launch Research, Antedote, B2B International, Ipsos, Dynata, Nielsen, Westat, Forrester Research Services, Azurite Consulting, and Veridata Insights. It focuses on use cases like market analysis and brand tracking, with global reach (Top 17 Market Research Companies in the US (2025)).
- **50Pros' Top 50 Market Research Firms in the United States (2025)**: This list includes Development Counsellors International, Evviva, The Brand Consultancy, Numerator, Westat, The NPD Group, Tenet Partners, SGS SA, Roper Center for Public Opinion Research, Big Village, Nielsen, Mintel, Kantar, J.D. Power, Circana, Ipsos, Intage, GfK, Gartner, Frost & Sullivan, Forrester Research, Euromonitor International, Dynata, Colliers International, and BCC Research. It emphasizes competence and reliability, covering B2B and B2C insights (Top 50 Market Research firms in the United States (2025)).

From these sources, common companies emerged, such as Ipsos, Nielsen, Kantar, GfK, Forrester Research, Gartner, Mintel, Statista, YouGov, and others, indicating their prominence in the industry.

Selection Criteria and Compilation

To compile the list, the following criteria were applied:

1. **Relevance to Business Insights**: Companies must offer market research reports, industry analysis, or business intelligence services, similar to Fortune Business Insights.
2. **Reputability**: Prioritize companies frequently mentioned across multiple sources, indicating industry recognition.
3. **Accessibility**: Ensure website URLs are publicly available for verification.
4. **Coverage**: Include a mix of global and US-based companies to reflect the market's diversity.

Given the user's request for "all companies," but recognizing the impracticality of an exhaustive list, a selection of 21 prominent companies was made, including Fortune Business Insights itself for reference. The final list was compiled by cross-referencing the above sources, ensuring no duplicates and verifying each company's alignment with business insights services.

Final List of Companies

Below is the compiled list, presented as requested, with company names and links:

- Fortune Business Insights
- Ipsos
- Nielsen
- Kantar
- GfK
- Forrester Research
- Gartner
- Mintel
- Statista
- YouGov
- Euromonitor International
- Frost & Sullivan
- The NPD Group
- J.D. Power
- Circana
- Dynata
- Westat
- Big Village
- Roper Center for Public Opinion Research
- BCC Research

- MarketResearch.com

Summary Table of Selected Companies

To organize the findings, here is a table summarizing the selected companies, their focus areas, and sources:

Company Name	Focus Area	Sources
Fortune Business Insights	Market research reports, industry analysis	User reference
Ipsos	Surveys, behavioral analysis, social listening	GWI, Exploding Topics, Ask Attest, 50Pros
Nielsen	Media audience analytics, TV ratings	GWI, Ask Attest, 50Pros
Kantar	Global/local audience data, TGI survey	GWI, Exploding Topics, 50Pros
GfK	Consumer/shopper intelligence, buying behavior	GWI, 50Pros
Forrester Research	Tech-driven, consumer behavior insights	GWI, Exploding Topics, Ask Attest, 50Pros
Gartner	On-demand diagnostics, tech impact insights	GWI, Exploding Topics, 50Pros
Mintel	Consumer & market research, industry expertise	50Pros
Statista	Data aggregation, consumer insights, trend forecasting	GWI
YouGov	Public opinion polling, market research	Exploding Topics
Euromonitor International	Market research, business intelligence	50Pros
Frost & Sullivan	Growth consulting, market research	50Pros
The NPD Group	Market research, consumer insights	50Pros
J.D. Power	Consumer insights, benchmarking	50Pros
Circana	Market research, consumer insights	50Pros
Dynata	Market research, survey data	Ask Attest, 50Pros
Westat	Research and consulting services	50Pros
Big Village	Market research, consumer insights	50Pros
Roper Center for Public Opinion Research	Public opinion data, market research	50Pros
BCC Research	Market research reports, industry analysis	50Pros

Company Name	Focus Area	Sources
MarketResearch.com	Market research reports, industry analysis	Search result

Additional Observations and Context

The research also explored other potential companies, such as Attest, Bixa, Suzy, and others from the lists, but prioritized those frequently mentioned across sources for reputability. Some companies, like Development Counsellors International and Evviva, were noted but not included due to less prominence in the primary sources. The process involved analyzing web search results for “market research companies” and browsing pages to extract details, ensuring a broad coverage of business insights providers.

Implications and Limitations

This list covers major players in the business insights industry, similar to Fortune Business Insights, but may not be exhaustive due to the vast number of market research firms globally. The user should verify specific services on each company’s website, as offerings can vary. The diversity of companies—global giants like Ipsos and Nielsen, US-focused firms like The NPD Group, and specialized providers like Statista—ensures a comprehensive representation, relevant for business decision-making as of April 23, 2025.

Key Citations

- Top 18 Market Research Companies In The US (2025)
- 21 Top Market Research Companies (2025)
- Top 17 Market Research Companies in the US (2025)
- Top 50 Market Research firms in the United States (2025)

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