

Company presentation

Produkt + Markt – marketing research

2025

Market research and more

In an era of abundant data and complexity, we help companies uncover opportunities and leverage them for greater success.



Full-Service

Our comprehensive services span qualitative and quantitative market and user research, data sciences, consulting, agile coaching, design thinking, and the recruitment of highly specialized target groups.





Industry expertise This is what we do

Agriculture

Animal health and nutrition

Automotive

Beauty & personal care

B-to-B

Consumer

Crop science

Durables

Energy

Financial services

FMCG

Food & beverages

Health services

Healthcare

Household appliances

NGOs

Public services

Shopper & retail

Telecommunications

Travel & transport

Solutions for your challenges

Are you seeking reliable data and inspiring insights about people and markets? Do you want to leverage knowledge to make a difference and move people?

Explore our solutions for yourself.

Experience shows that no two projects are the same. That's why our tools are never off-the-shelf but are always part of a custom solution tailored to your unique challenges.



01 | Brands

Distinctive and desirable. Our tools and strategies range from brand DNA analysis to brand controlling.

03 | Innovation & trends

Inspiration, insights, ideation, testing, launch, U&A, tracking. Embark on your journey of innovation.

05 | Communication

We support you to unleash the full potential of your communication.

07 | Design thinking & agile research

Our coaches transform research into the driving force behind your agile projects.

09 | Customer experience

Experience is more than just feedback and metrics. Our approaches put the customer at the centre.

02 | Empathy & insights

Often, we understand the participants better than they understand themselves. A tremendous advantage for our clients.

04 | Data Science & Intelligence

Decode your data and generate added value with data science and AI.

06 | Segmentation & Typologies

Discover how you can make a difference with segmentations and typologies.

08 | Market Analysis & Forecasts

Strategize effectively with market analysis and forecasts.

10 | Strategic Pricing

Pricing involves more than just a price tag. We help you determine the value of your brands and solutions, even in challenging markets.



Values

That's what matters!



Security

Count on reliable data and analyses.

You can rely on our work because we conduct scientifically rigorous and precise research.



Clarity

Recognize what truly matters.

We get to the point and show you the potential from the detail.



Inspiration

Master your change processes.

We support you with knowledge, creativity and strategy.

First-class training at the P+M Academy

At Produkt + Markt, we firmly believe that the ongoing development of our employees is the cornerstone of excellence in research and consulting.

Our mission is to deliver research and consulting of the highest quality because we understand that you depend on our data and recommendations.

That's why we've established the P+M Academy.

Our academy is designed to enhance, deepen, and update the skills of our researchers.

Our program encompasses initiatives like the Qualitative Learning Journey, the Quantitative Learning Journey, along with training in areas such as Agile Coaching, Design Thinking, Data Science, and Artificial Intelligence.

» More information



YOUR PLUS

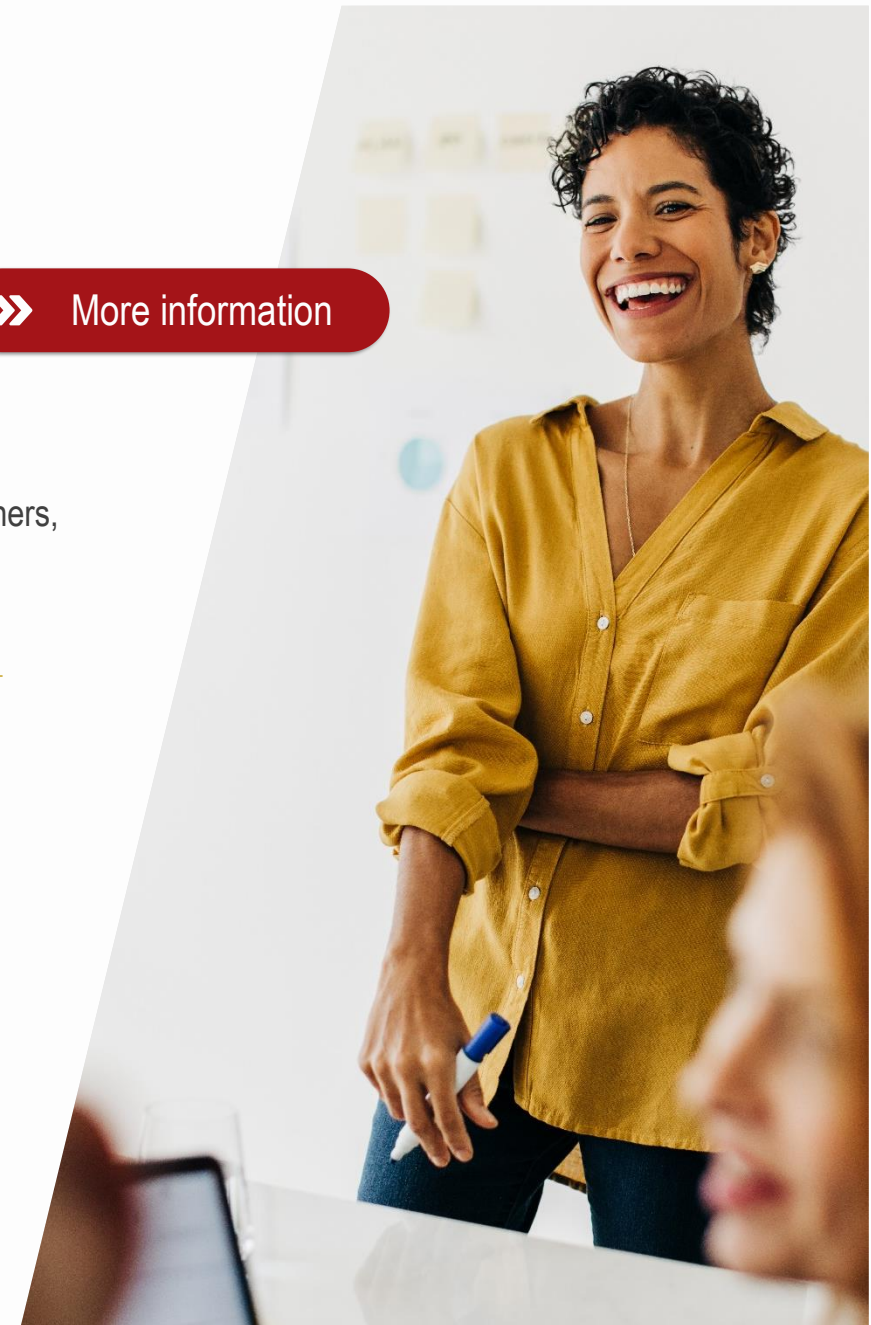
You benefit from first-class trained researchers, coaches, and consultants.



FOR YOU

We also offer training for you, your team, and your company.

Interested? Then explore our P+M Academy program.



Certified quality



Management and processes

Produkt + Markt is certified according to the guidelines of DIN EN ISO 9001 as well as ISO 20252.



Data protection

We undergo regular audits by the independent institute Datenschutz Cert GmbH to ensure compliance with the highest standards in data protection.



Coaching and consulting

Our agile coaches and design thinking coaches not only have a solid education but have also been certified by TÜV Austria and the Hasso Plattner Institute.



We are committed to market research



World independent network of market research and opinion poll

As the exclusive representative for Germany, we promote collaboration and standards among independent market research institutes worldwide within the WIN network, aiming to strengthen innovation and quality in the industry.



Within the ADM (working group of German market and social research institutes), we focus on establishing and adhering to guidelines for German market research. This commitment ensures quality and transparency, thereby safeguarding the reputation of our industry.



Through our membership in ESOMAR, we contribute to the development of ethical research practices, promote professional integrity, and support the interests of the market research community on a global level.



As part of EphMRA, we specifically engage in pharmaceutical market research to promote best practices and support innovation in the healthcare market.

Sustainability management at Produkt + Markt



Ecology and climate protection

Produkt + Markt is committed to the goals of the Science Based Targets Initiative (SBTi) and actively initiates measures to reduce environmental impacts. Our sustainability management system is currently undergoing certification by Ecovadis. We utilize sustainably produced electricity, support forest projects in Germany, and promote environmentally friendly mobility. For years, we have been fostering biodiversity right outside our doors. Our garden and green roof areas serve as habitats for numerous insects and birds



Justice, equal opportunities, and social commitment

and equal opportunities regardless of gender, age, race, religion, sexual orientation, or disability status. Additionally, we are a cooperation partner of "Doctors Without Borders", supporting medical emergency aid in crisis regions. Furthermore, we support the children's hospice in Osnabrück in its vital mission of caring for and accompanying seriously ill children and their families.



Empowering voices worldwide

We give people a voice. Our commitment to global understanding and awareness includes participating in worldwide studies to bring people and their concerns closer together. As part of the WIN world surveys, we regularly research pressing issues related to ecological sustainability, equity of opportunity, corruption, and education.

ecovadis



SCIENCE
BASED
TARGETS



Produkt + Markt by the numbers



Since

1973



Personnel

140



10

Agile coaches & design thinking facilitators



365 Days

Non-stop qualitative research with our Expert Insight Lounges



500

Projects last year

Certified
DIN EN ISO 9001
ISO 20252



1 **Group**
produkt + markt
Market Research and Marketing Consulting
pm+
Data Driven Consulting and Services
Market phone
Telephone Data Collection

Worldwide independent network of market research and opinion poll

40+ 
Countries

Courses, workshops, and masterclasses annually at the **P+M Academy**

40 

Quality B2B recruitment

5000+

Healthcare, agribusiness, commercial vehicles, engineers, architects, ...



Contact us!
email-address@
produktundmarkt.de

