



NIMRA Annual Conference 2026

Engaging with Nigeria's insights community

24–25 June 2026



Anne-Sophie Damelincourt
ESOMAR President

What We'll Cover



01 ESOMAR's Mission & Global Impact

Who we are, what we stand for, what do we plan for the profession



02 Global Market Research Report 2025/2026

Key figures from the industry's most comprehensive annual benchmark



03 Strategic Priorities for Nigeria & Africa

How ESOMAR is investing in the region's insights community



04 Upcoming Global Initiatives relevant to the region

What's next — and how NIMRA members can plug in

01



SECTION ONE

ESOMAR's Mission & Global Impact

ABOUT ESOMAR

Since 1947, the Global Hub for Research, Insights and Analytics

ESOMAR is the global community for data, research and insights professionals — a worldwide membership organisation that empowers individuals and businesses to unlock their potential locally and globally. Driven by inclusivity, care, innovation and trust, ESOMAR has guided the industry through a rapidly evolving landscape for more than 75 years.



Raising ethical standards across the profession



Facilitating education and professional development



Advocating with legislators and regulators



Sharing best practice & evidence-based solutions

10,000+

Individual members worldwide

750+

Member companies

130+

Countries reached

“Driven by inclusivity, care, innovation and trust.”

GLOBAL IMPACT

One Code, One Community, One Global Standard



ICC/ESOMAR Code

Partnered with the International Chamber of Commerce since 1977. The 2025 edition expands from three to five core principles: legality, honesty, transparency, truthfulness and duty of care.



Global Network

A worldwide network of members, professionals, national associations — including NIMRA — connecting researchers, brands and agencies across five continents.



Standards & Advocacy

Setting professional standards, defending data collection rights, and representing the profession's voice and industry's voice to regulators and legislators.



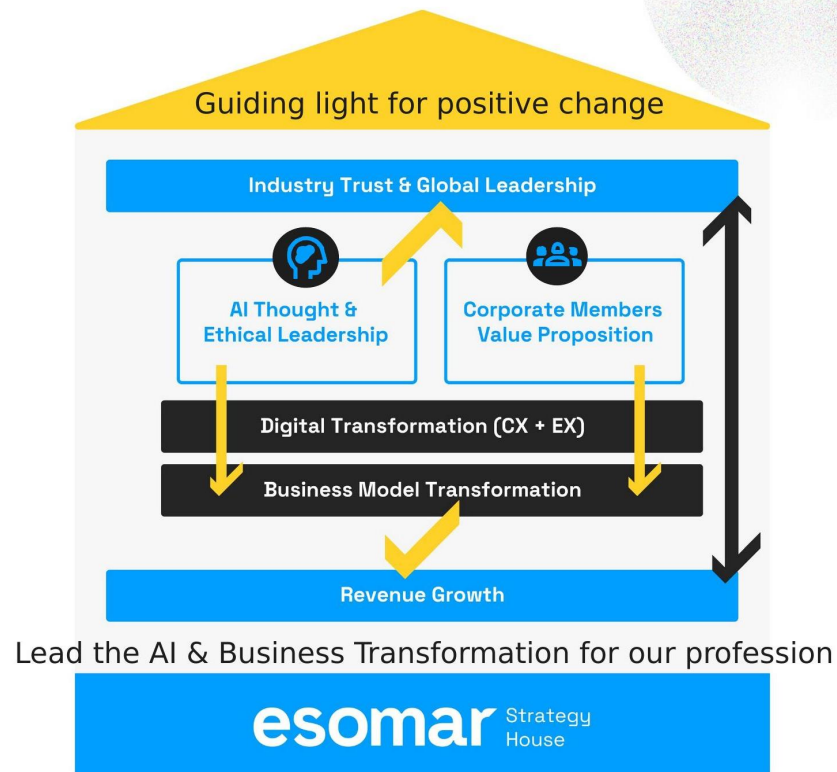
Intelligence & Reports

Publishing the industry's flagship benchmarking research, including the Global Market Research report.

WHERE WE'RE HEADED

The ESOMAR Strategy House

Presented to members at our 2026 Annual General Meeting, the Strategy House sets the 2030 Strategy and how ESOMAR translates its mission into action through 2030 — from AI leadership and member value to the digital transformation underpinning it all.



WHERE WE'RE HEADED

Appointment of our CEO

Patrick de Regt was appointed CEO to drive Esomar success through transformation.



“

Patrick brings the leadership, operational expertise and transformation experience needed to help us deliver greater value for members and support a more connected and responsive global organisation.

— Anne-Sophie Damelin-court, Esomar

Vision, Mission and Values Behind the House



VISION

To be the guiding light for the data & insight profession, recognised as the leading voice for driving positive change.



MISSION

Empowering people, organisations and society by elevating the profession with world-class standards, ethical guidance and seamless access to knowledge, community and opportunity.



PURPOSE

Creating the standards and knowledge to support better decisions.



VALUES

Putting members first • Striving for excellence • Caring about each other • Celebrating differences



STRATEGY

To lead the digital and AI transformation of our profession — fostering innovation, simplifying our ecosystem, and delivering member value, growth and seamless experiences across everything we do.

The guiding light for positive change

Trust is at the heart of everything we stand for.

Since 1947, esomar has built its reputation in creating the standards and knowledge to support better decisions.

We aim to empower people, organisations and society by elevating the data & insight profession with world-class standards, ethical guidance and seamless access to knowledge, community and opportunity.

Every day we strive to put our members first, to build sustainable relationships together.

We strive for excellence in everything we deliver, holding ourselves to the highest standards our profession demands.

We care deeply about each other, as colleagues, as a community, and as human beings.

And we celebrate the differences that make us stronger, in background, in perspective, in experience, in culture.

In a world of increasing uncertainty and complexity, we are committed to being the guiding light for the data and insights profession, the leading voice for driving positive change in an industry that shapes how the world understands itself.

And as digital and AI transformation redefine what is possible, we are determined to lead that change: fostering innovation, simplifying our ecosystem to delivering the value, growth and seamless experiences that you deserve.

This is our direction.

This is our ambition.

This is esomar.



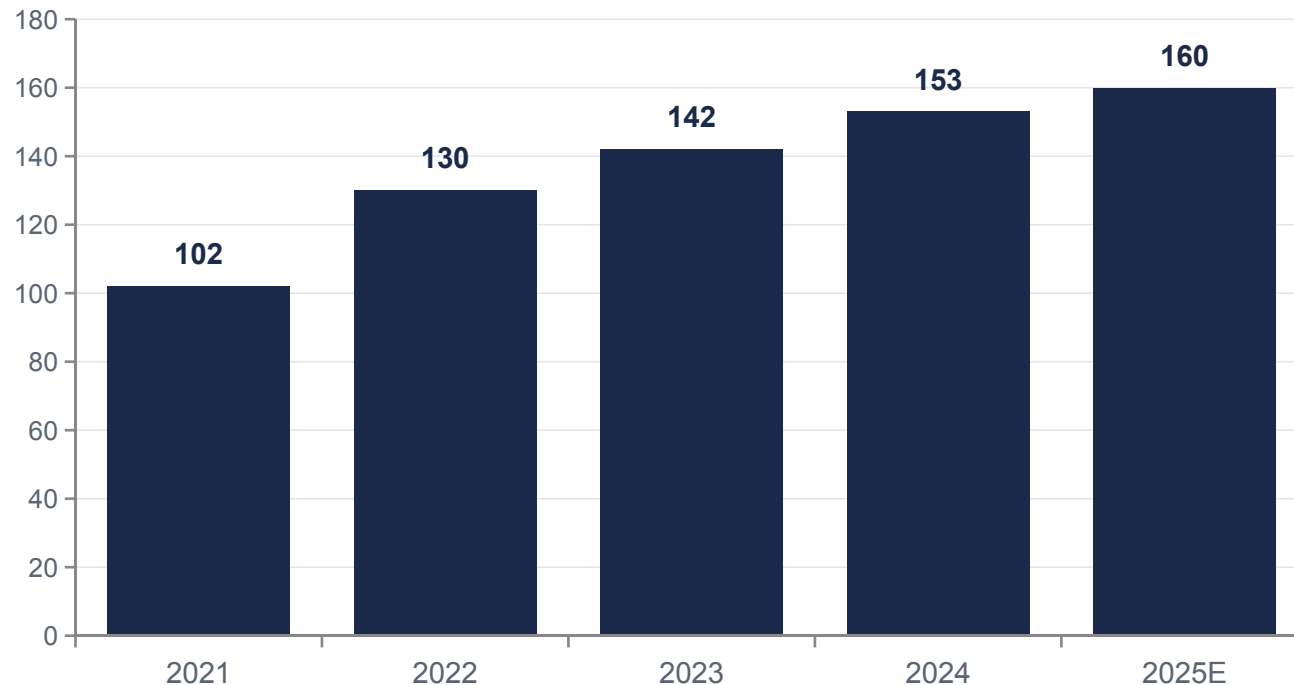
SECTION TWO

ESOMAR Global Market Research Report 2025/2026

A US\$153bn Global Insights Industry

Each year, ESOMAR's Global Market Research report draws on data from national associations, companies and independent analysts worldwide to deliver the industry's most comprehensive benchmark of 2024 performance.

Insights industry turnover, 2021–2025E (US\$ billions)



↑ +8,2%

Growth in the global insights industry between 2023 and 2024 — on track to top US\$160bn in 2025

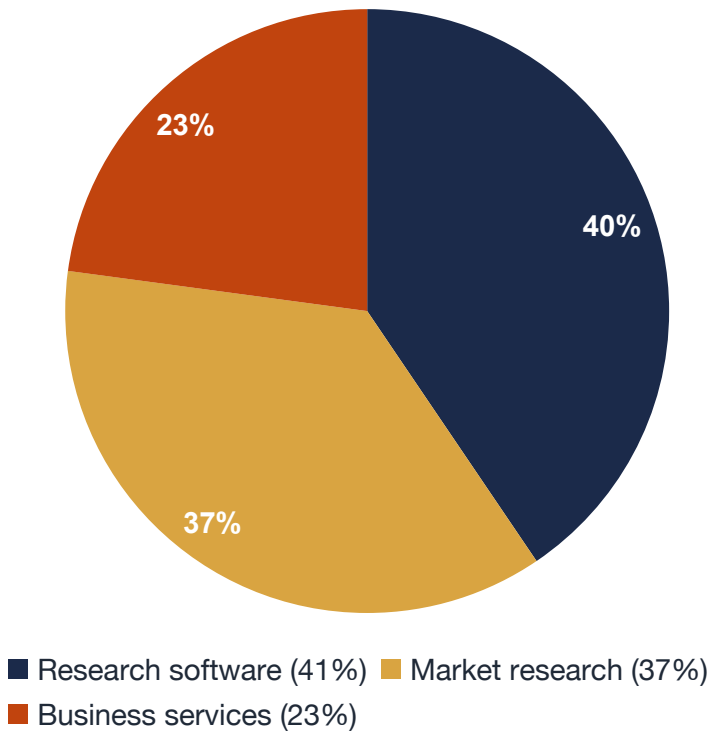
Three sectors, US\$153bn

- Research software — US\$62bn
- Market research — US\$56bn
- Business services — US\$35bn

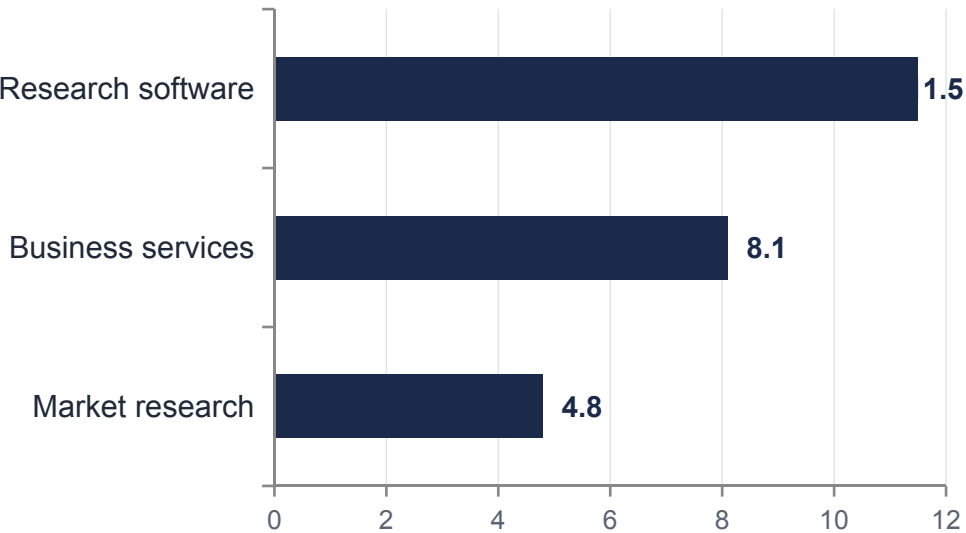
WHERE GROWTH IS COMING FROM

Research Software Leads a Maturing Industry

2024 industry composition (US\$153bn)



2024 growth by sector (absolute)



Market research reflects a mature, consolidated industry (+4.8%); research software continues to outpace every other sector as firms expand subscription and software-led offerings.

LAND OF OPPORTUNITY, FINALLY?

Why Africa Matters to the Global Insights Industry

The GMR report dedicates a full chapter to Africa this year. The continent's fundamentals are striking.



1.4bn

People on the continent —
around 60% of them under age
25



9 of 20

Fastest-growing economies in
the world are in Africa, led by
Niger, Senegal and Libya



+75%

Jump in foreign direct investment
into Africa in 2024, reaching
US\$97 billion



80%

Of Africa's economy is believed
to operate informally — a key
research challenge and
opportunity

“Markets like South Africa, Morocco, Nigeria, Kenya and Egypt are making significant strides” — ESOMAR Global Market Research 2025, Africa chapter

REGIONAL SPOTLIGHT

Africa & The Middle East: Resilient Growth, Real Headwinds

+8.8%

Absolute insights-industry growth in 2024 — second-highest of any region globally

-5.4%

Net growth once high regional inflation is factored in

+13.8%

Research software growth — the fastest-growing sector, as in every region

Middle East & Africa delivered the second-fastest absolute growth of any region in 2024 — but high inflation turned that into the steepest net contraction of any region, underscoring that strong topline growth still meets real economic, monetary and political headwinds on the ground.

Direct from the report: *“Throughout 2025 and 2026, Esomar plans to implement targeted initiatives designed to strengthen the industrial infrastructure across these diverse and strategically important regions.”*

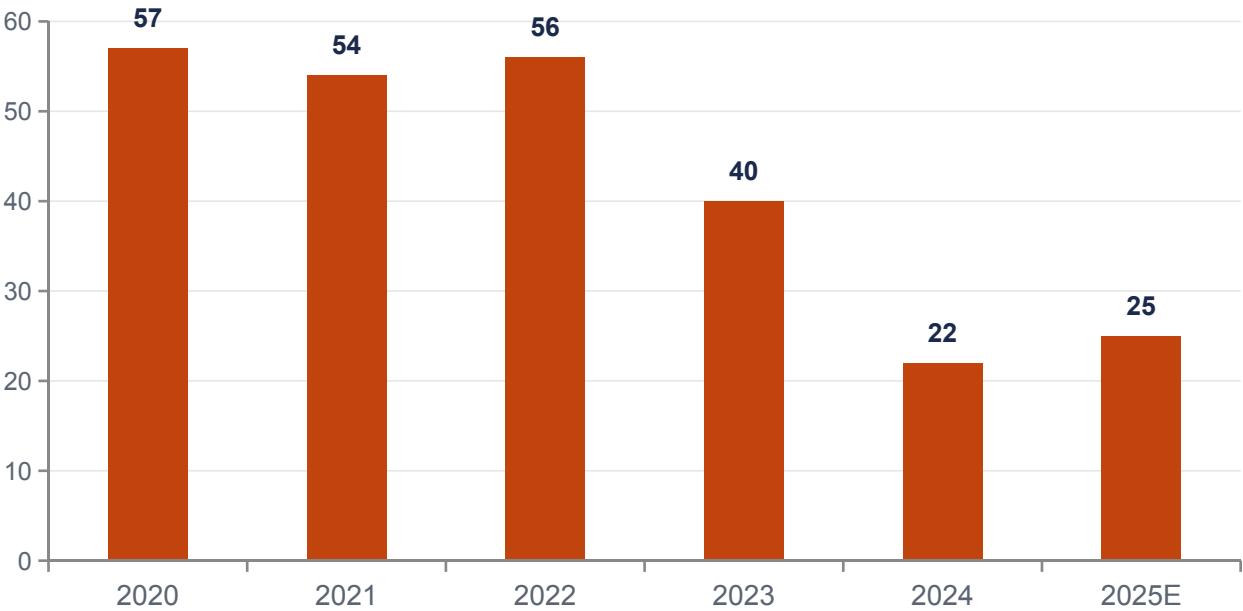
— ESOMAR Global Market Research 2025, Section 2.3.5

CLOSER TO HOME

Nigeria: A Currency Story Behind the Numbers

Nigeria's market research turnover (table 9.2.6) tells two stories at once — one in naira, one in US dollars.

Nigeria — declared market research turnover (US\$m)



 **+28.1%**

growth in local-currency terms in 2024

The naira's sharp devaluation cut the same growth to just -3.9% in net (inflation-adjusted) terms — and to a headline US\$22 million when converted to dollars, down from US\$40 million in 2023.

2025 outlook: +15.0% expected local-currency growth

The lesson for the room: Nigeria's underlying research demand kept growing through 2024 — the dollar figure mainly reflects FX, not a shrinking industry.



SECTION THREE

Strategic Priorities for Nigeria & Africa

A LONG-STANDING PARTNERSHIP

Built Together With Nigeria's Research Community

ESOMAR's relationship with Nigeria runs deep — through NIMRA, through the wider African Marketing Research Association (AMRA) network, and through Nigerian leaders who have shaped both organisations.



ESOMAR's current Nigeria representative — Oluwakemi Osoba — keep this country's voice inside every global conversation we have.

LOOKING AHEAD

Four Priorities for the Region



Better Local Data

Strengthening Nigerian and African participation in the Global Market Research survey, so the region's true size and shape is accurately represented every year.



Capacity Building

Expanding ESOMAR Academy and Community Circles access for African researchers — building skills in AI, data governance and modern methodologies.



Standards & Trust

Promoting the revised ICC/ESOMAR Code and data-protection best practice as Nigeria's regulatory landscape (NDPA) matures.



Regional Convening

Sustaining local associations and ESOMAR Africa events as the meeting point for the continent's insights, data and analytics community.

"Targeted initiatives to strengthen the industrial infrastructure" across Africa and the Middle East — ESOMAR's own commitment for 2025–26.



SECTION FOUR

Upcoming Global Initiatives Relevant to the Region

WHAT'S NEXT FROM ESOMAR

On the Global Calendar



Revised ICC/ESOMAR Code

2025 revision, in force now

Five core principles — legality, honesty, transparency, truthfulness and duty of care — built for an AI-powered, disintermediated research supply chain.



ESOMAR AI Taskforce

Relaunching at Congress 2026

Three workstreams — Ethics & Code, Thought Leadership, and Training — to make ESOMAR the trusted global voice on responsible AI in research, with a wide regional coverage.



Forecasting the Industry: 2027 Outlook

Published 2025

A three-year strategic forecast for the global insights industry — sector performance, emerging trends and growth projections.



ESOMAR Congress 2026 — Metamorphosis

1–4 September 2026, Valencia

The flagship global gathering of the insights community, with a discounted rate available for end-clients and research buyers.

CLOSER TO HOME

ESOMAR Africa: Turning Insights into Action

ESOMAR's growing calendar of Africa-focused events brings the global community directly to the continent — complementing NIMRA's own national programme and giving Nigerian researchers a regular seat at the regional table.

- ESOMAR Africa in Focus 2026 (Nairobi, 3–5 Feb) explored how Africa can lead and shape the global AI revolution
- Sessions spanned inclusive AI, data infrastructure, and African-context research methodologies
- A model NIMRA's 2026 conference now extends — bringing global standards into a distinctly Nigerian context



Africa in Focus — Nairobi, Kenya • 3–5 Feb 2026

ESOMAR on stage at the inaugural Africa in Focus conference

IN CLOSING

A Global Standard, Built With Local Voices

ESOMAR's mission ideally works if associations like NIMRA keep shaping it from within. As Nigeria's insights industry grows alongside a US\$153bn global market, the opportunity is to make sure this region's data, standards and talent are fully represented on the world stage.

- Participate in the next Global Market Research survey
- Engage with ESOMAR Academy, Community Circles, Council elections & the revised ICC/ESOMAR Code
- Join NIMRA, ESOMAR events (livestreamed) through 2026 and beyond

Thank you.

Anne-Sophie Damelincourt
ESOMAR President

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