

NIMRA 2026 INTERNATIONAL CONFERENCE

The Nigerian Market Research Landscape: Now and the Future

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Born in the sixties, still thriving today...



The organized marketing research industry in Nigeria emerged in the 1960s with the arrival of Research Bureau, London, which initially served Unilever.

This agency later became Research Bureau Nigeria Limited in 1969.



Industry estimates:

- Over 100 agencies
- Over 1,200 professionals
- Over 10,000 freelancers

Source: NIMRA's President

Action: Need for industry audit

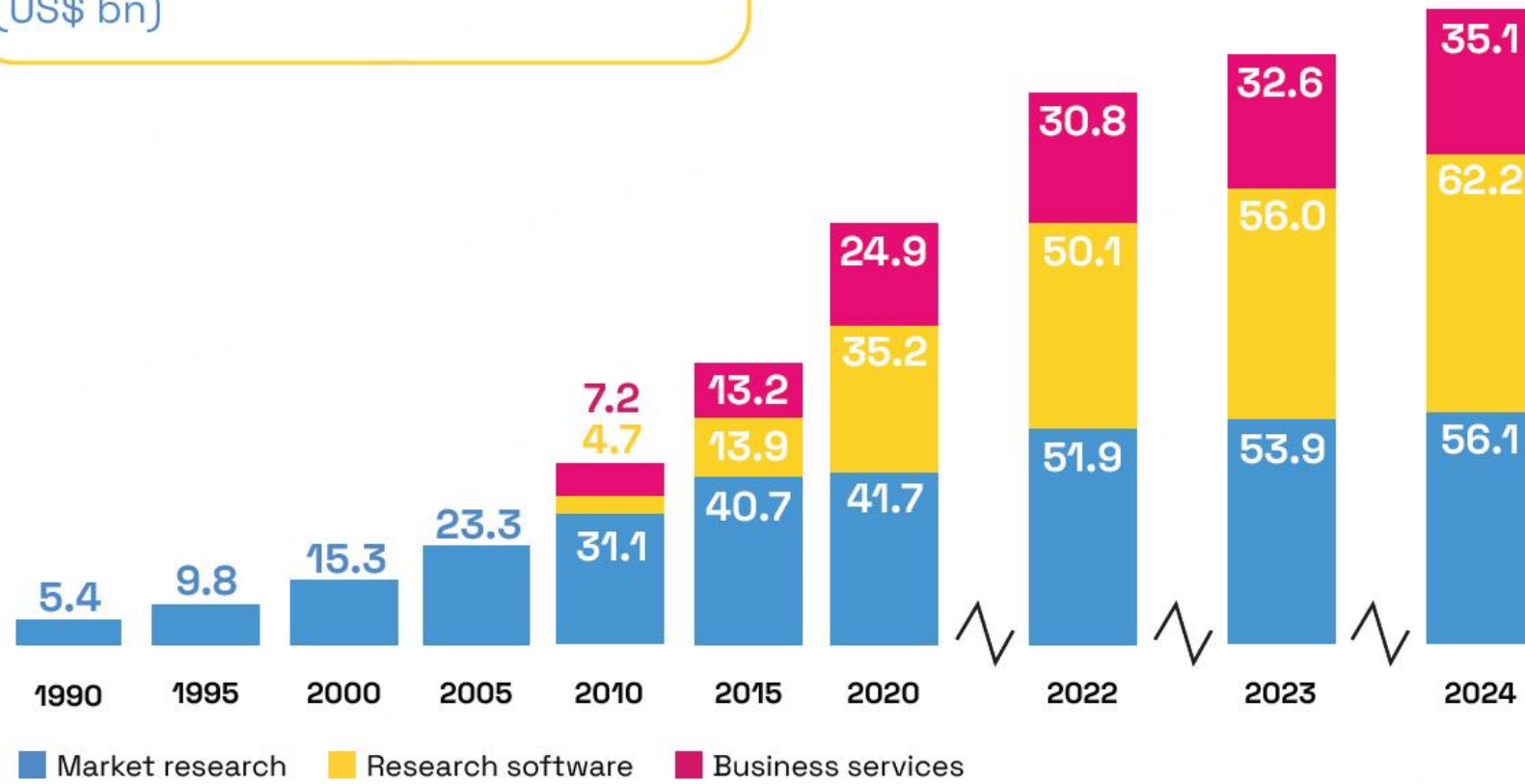
So

HOW **BIG** **Is Our**

Industry

\$150 billion in 2024, and expected to surpass \$160 billion in 2025

Size of the global insights industry
(US\$ bn)



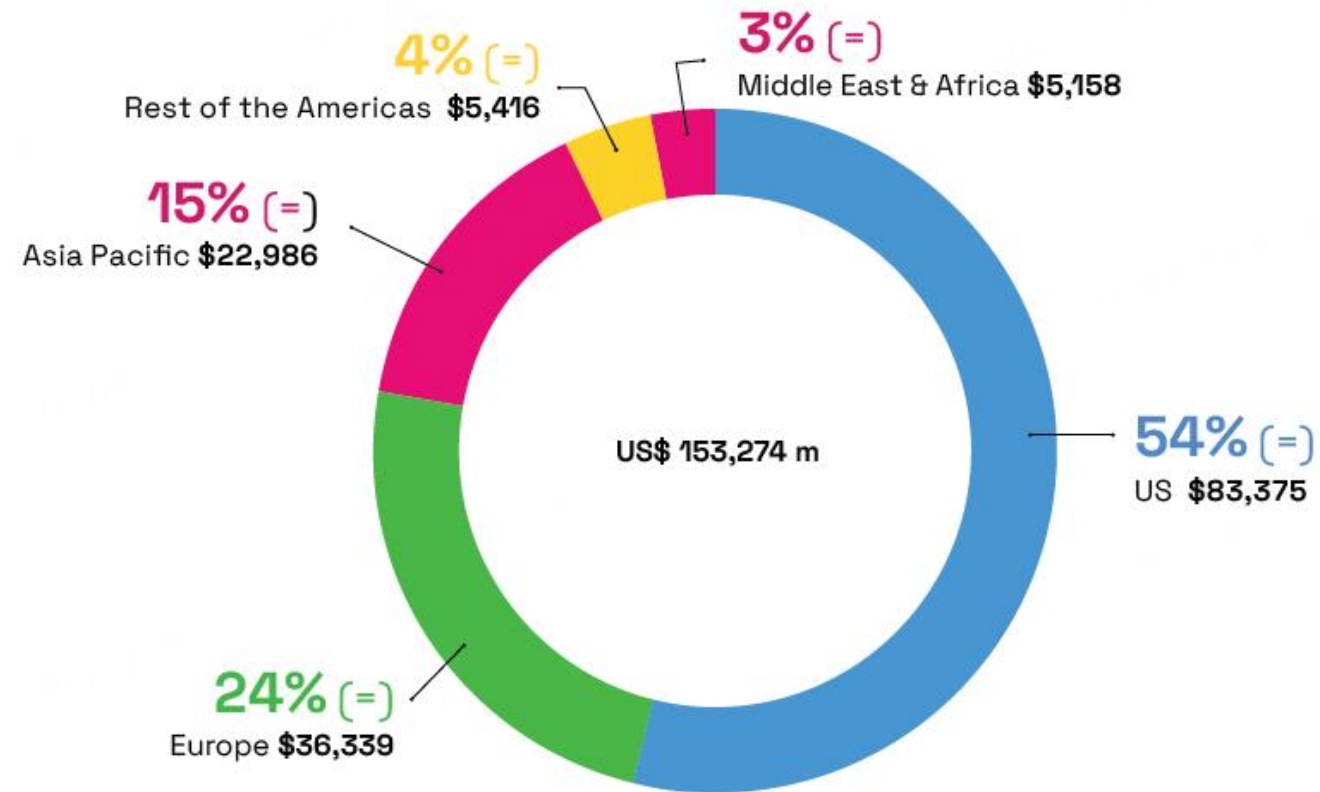
Tech-driven research is growing faster than established research.



(In US\$ billion)	2022	2023	2024	2023/24 Growth	Total share
Total Market Research	51.85	53.81	56.07	4.8%	36.6%
(of which Sample Panel Providers)	2.22	2.25	2.30	3.0%	1.5%
Digital Data Analytics	35.27	40.11	45.55	14.0%	29.7%
Social Listening and Communities	9.05	9.53	9.95	4.8%	6.5%
Self-serve Research Platforms	3.19	3.63	3.89	7.6%	2.5%
Enterprise Feedback Management	2.58	2.71	2.77	2.5%	1.8%
Total Research Software	50.09	55.99	62.15	11.5%	40.6%
Industry Reports and Research	16.93	18.16	19.55	8.1%	12.8%
Consulting Firms	13.82	14.42	15.51	8.0%	10.1%
Total Business Services	30.75	32.58	35.05	8.1%	22.9%
Total	132.69	142.37	153.27	8.2%	-

A large industry, dominated by USA

Global insights turnover, 2024



Values in millions
US \$



Nigeria is a top 3 MR market in Africa

9.2.1 - Industry composition in selected countries: Africa

	2023				2024						
	Total insights turnover (US\$m)	Market research turnover (US\$m)	Research software turnover (US\$m)	Business services turnover (US\$m)	Total insights turnover (US\$m)	Market research turnover (US\$m)	Market research (%)	Research software turnover (US\$m)	Research software (%)	Business services turnover (US\$m)	Business services (%)
Africa											
Kenya	53	53	-	-	52	52	100	-	-	-	-
Nigeria	45	45	-	-	31	22	69	-	-	10	31
Morocco	29	29	-	-	31	31	100	-	-	-	-
Ghana	16	16	-	-	15	15	100	-	-	-	-
Zimbabwe	6.0	6.0	-	-	8.6	8.6	100	-	-	-	-
Côte D'Ivoire	5.4	5.4	-	-	5.8	5.8	100	-	-	-	-
Tunisia	6.3	6.3	-	-	5.6	5.6	100	-	-	-	-
Dem. Rep. of Congo	4.8	4.8	-	-	4.9	4.9	100	-	-	-	-
Subtotal for Africa	165	165	0	0	154	144	94	0	0	10	6
Minus int. outsourcing	345	345	0	0	415	415		0		0	
Declared industry in Africa	510	510	0	0	569	559		0		10	
Estimated undeclared	3,823	1,068	1,486	1,269	4,121	1,084		1,692		1,346	
Total insights industry Africa	4,764	2,009	1,486	1,269	5,158	2,110		1,692		1,356	

%



So is that

HOW BIG Our

Industry is?

No!

Revenue numbers incomplete:

- Number of agencies?
- Number of freelancers?
- MR spend of clients?
- Social research spend?
- Guesstimates used, not real revenues

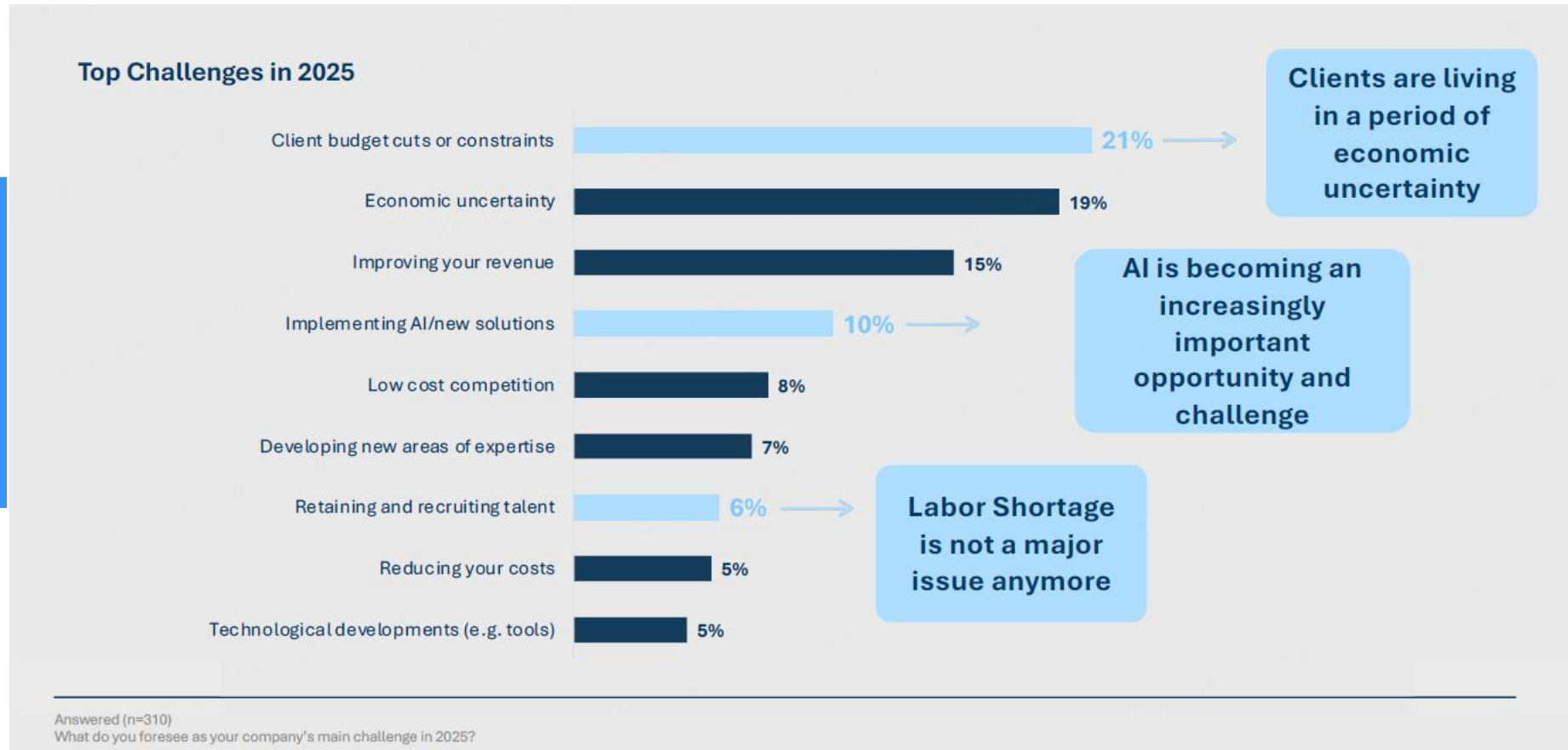


- **Evolved away from PAPI**
- **Uptick in available skillset**
- **AI advantage**
- **More agencies, more competitive flux**
- **Multi country projects**

Challenges not unique to Nigeria..



Client budget cuts and economic uncertainty remains a global concern

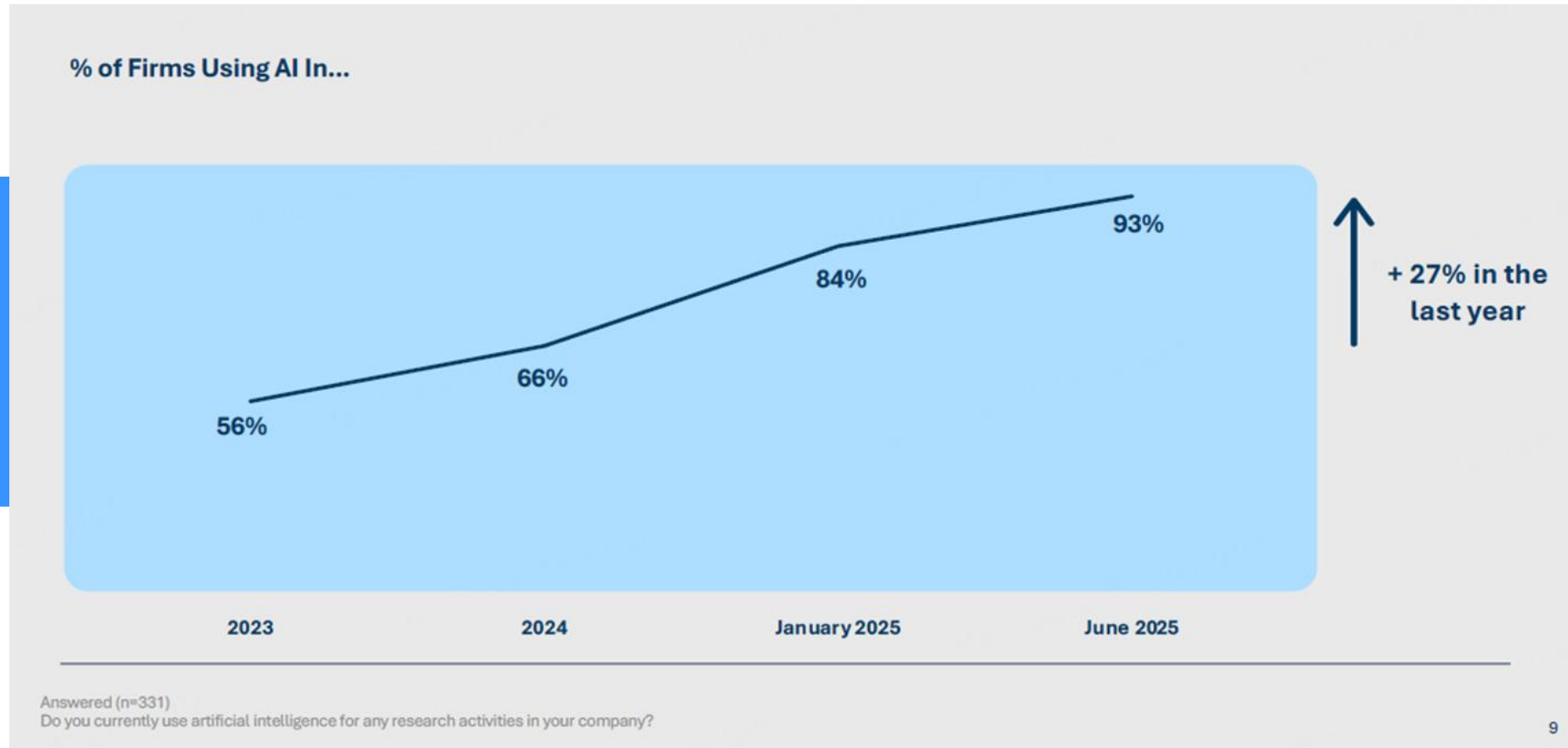


The future is bright!



- **AI-native agencies and clients**
- **Industry full of young minds**
- **Collaboration mode**
- **Strong 'visible' NIMRA – driving standards and innovations**
- **Chartered - certifications**

Client budget cuts and economic uncertainty remains a global concern



NIMRA of our dreams – We can, We shall!



1. Drive standards and practices – SEC etc.
2. Design and roll out trainings on AI and other emerging themes shaping our industry
3. Develop a strong young talent pipeline
4. Focus on fieldworkers' stakeholders – educate and sanitize
5. Dial up NIMRA's visibility and involvement in national issues



Thank
You

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