

Market research

The right starting point to market-led solutions

The challenge

Players in the mass market tend to rely on intuition or superficial human-centered design exercises.

The opportunity

Market players increasingly want to make objective decisions based on evidence and seek information based on credible research. The need to understand the landscape of new and emerging markets is thus ever present.

MSC offers



Market insights through primary and secondary research

- Informs clients about market sizing, market segmentation, market forecasting, value chain analysis and gauges the needs, behaviors, and challenges of target customer segments



Landscape research

- Cross-sectional studies that understand new, emerging, or existing markets
- Information from quantitative studies, stakeholder consultation, key informant interviews, focus groups, and secondary research that tells a coherent story



Industry benchmarking

- Design of data standards and key performance indicators to develop industry benchmarks for investment or business decision-making

Our impact

250+ Clients **50+ Countries**

Our work spans Asia and Africa for governments and market players like banks, MFIs, CBOs, donors, private equity funds, and MNOs. Our recent work includes:

- Research that led to an FI and FL policy in Qatar to enhance the financial literacy of the **2.69 million** people in Qatar
- Market research in India and Bangladesh to understand the state of financial inclusion and DFS usage for women, using the concepts of [Gender Centrality Framework](#) and [Financial Services Space \(FSS\)](#). The findings led to specific policy- and provider-level recommendations to improve women's financial inclusion in both countries.
- Segmentation and stratified analysis to identify customer segment personas for over **10 government programs, donors, and service providers**

Clients and partners

BILL & MELINDA
GATES foundation

IFC International
Finance Corporation
WORLD BANK GROUP

FSD Kenya
Financial Sector Deepening

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

Social Performance
TASK FORCE

Michael & Susan Dell
FOUNDATION

ON OMIDYAR
NETWORK

JPMORGAN
CHASE & CO.

NITI Aayog
(National Institution for Transforming India),
Government of India.

and many more...