

The importance of international market research

Glocalities is an industry leader in helping global businesses and marketing agencies to launch successful marketing campaigns that are backed by detailed insights using our high-quality survey research



Amsterdam, Netherlands Feb 16, 2023 ([IssueWire.com](https://www.issuewire.com)) - Glocalities - Market research plays a vital role in almost every product launch. And when it comes to launching a service or product at the international level or in another country, it is known as international market research, which is very important to ensure the success of a business expansion plan. This is why it is suggested to hire a

professional and experienced international market research company. While most professionals would claim to understand the value of this research because they are using this information to sell their product to their clients, you cannot simply choose a [marketing consulting agency](#) on the basis of claims.

Market research is just as important for international business. And even more so your business growth in a foreign land will largely depend on your international market research performed by a professional [concept testing agency](#).

Reasons For International Business Planning & Marketing

While it is a fact that investing in marketing and planning is very important when you want to take your business to the next level of growth, some are still confused about whether they should invest in international market research or not. Here are some reasons why you must hire a professional marketing consulting agency:

What you can hope to accomplish through the business expansion plan.

What to not to do and avoid cross cultural blunders to avoid huge mistakes for business expansion.

So when you want to grow your business, make sure to go safer with international market research.

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