

SDKI Analytics Launches Primary Research Services to Help Organizations Make Confident Decisions in Japan

Tokyo-based market research firm expands capabilities with direct data collection across five structured research tracks for Japan and Asia-Pacific markets.



Tokyo, Japan Apr 17, 2026 (Issuewire.com) - SDKI Analytics has launched a dedicated primary research division offering direct data collection and field-level intelligence across Japan and the broader Asia-Pacific region. SDKI Analytics is a premier market research and consulting firm with operations centered on Japan. The launch adds a new capability to SDKI's existing framework of syndicated and custom secondary research and will thus enable organizations to move from market context to on-the-ground verification within a single engagement.

The move addresses a widely recognized limitation that companies operating in Japan encounter when relying on secondary data alone. Syndicated reports and historical datasets provide direction, but they do not always capture the current conditions across distribution channels, purchasing behavior, or competitive positioning. In a market where local relationships govern procurement and consumer sentiment can diverge from regional benchmarks, the decisions built on generalized data can carry more risk than they appear to on the surface.

"Companies are looking for greater certainty at earlier stages of decision-making," said a spokesperson from SDKI Analytics. *"The ability to engage directly with the market changes how*

assumptions are formed and tested, particularly in environments where indirect data does not fully reflect what is actually happening on the ground.”

SDKI's primary research services are structured across five tracks. Market intelligence supports demand verification, supply chain mapping, and expert interviews for organizations in pre-entry or early-expansion phases. Customer intelligence addresses how purchasing decisions are made in practice, covering buyer persona development, journey mapping, satisfaction studies, and Net Promoter Score assessments.

Product and innovation research introduces external feedback into the development cycles through concept testing and product trials. Furthermore, the performance and positioning of a campaign is evaluated by brand and marketing research, and perception studies and effectiveness analysis is applied before and after the launch. The go-to-market decisions are supported by strategic and competitive research through competitive benchmarking, pricing research, and choice modeling.

Each track draws from a mix of quantitative and qualitative methodologies, and it depends on the nature of the research objective. Quantitative approaches include online surveys, telephone interviews, as well as face-to-face data collection. Qualitative methods such as in-depth interviews, focus group discussions, and ethnographic research are applied where context and motivation are the priority. Hybrid designs combine both where a single approach would leave important dimensions of the research question unanswered.

Japan-specific field requirements, including language considerations and cultural factors that shape research design, are built into each engagement from the outset. Visit [SDKI Analytics Primary Research Services](#) for full details on methodology and service scope.

By integrating primary research into its existing framework, SDKI now allows clients to test assumptions before they are embedded into recommendations. Market signals can be verified rather than inferred, and customer behavior can be observed directly rather than reconstructed from proxy indicators. For consulting teams and internal strategy functions working in Japan-focused contexts, this means a more complete view of market conditions within a single firm relationship.

SDKI Analytics' primary research services are available to organizations across all sectors, including semiconductors, automotive, energy, healthcare, electronics, industrial automation, and defense, with a focus on Japan-specific engagements and related Asia-Pacific contexts.

Explore the official release : [SDKI introduces Primary Research Services.](#)

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Source : SDKI Analytics is a market research and consulting firm focused on Japan, providing syndicated, custom, and now primary research across industries including semiconductors, healthcare, automotive, energy, electronics, industrial automation, minerals, and defense. Primary research services are available to organizations across all sectors seeking direct data collection and field-level intelligence for Japan-focused and Asia-Pacific decision-making.

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