



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Euromonitor International
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Euromonitor International is the worlds leading independent provider of strategic market research. We create data and analysis on thousands on products and services around the world.
Primary Target Clients	Our clients are associations, companies, and governments interested in understanding the agricultural market in other countries.
Areas of Expertise Related to Market Research Services	We are industry experts in the following markets: Fresh foods, packaged food, consumer health, health and wellness, ingredients, packaging, consumer foodservice, nutrition, ethical labels, soft drinks, alcoholic drinks, and hot drinks.
Number of Years Providing Market Research Services in B.C.	We have been providing clients within British Columbia access to our market research database and custom consulting services since 2009.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

EXAMPLE 1

Project Title	Greenhouse Vegetables, Blueberries, and Sweet Cherries
Client Type	Government
Type of Market Research Conducted	We conducted preliminary desk research, store audits, industry level trade interviews, and an overall industry assessment.

Scope of Market Research Services Provided	British Columbia Ministry of Agriculture was looking to determine market opportunities for local farmers by assessing the markets for greenhouse vegetables, cherries, and blueberries in Japan and China.
<i>EXAMPLE 2</i>	
Project Title	Market Opportunity Report: Vietnam
Client Type	Government
Type of Market Research Conducted	We conducted desk research.
Scope of Market Research Services Provided	We created a market report of Vietnam to understand the market opportunity, barriers to trade, consumers in Vietnam, and the retail landscape for exporters from British Columbia.
<i>EXAMPLE 3</i>	
Project Title	Subscription to Euromonitor's Research Database Passport
Client Type	Government
Type of Market Research Conducted	We conducted desk research, trade survey, store checks, industry specialisation, company analysis.
Scope of Market Research Services Provided	British Columbia Ministry of Agriculture subscribed to our B2B and B2C market research database Passport which provides an insight into over 30 industries and 100 countries.
<i>EXAMPLE 4</i>	
Project Title	Market Opportunity Report: India
Client Type	Government
Type of Market Research Conducted	We conducted desk research.
Scope of Market Research Services Provided	We created a market report of India to understand the market opportunity for exporters who specialize in agri-food and seafood products. We conducted research to understand the barriers they might face when entering the market and India's consumer trends.
<i>EXAMPLE 5</i>	
Project Title	Market Opportunity Report: South Korea
Client Type	Government
Type of Market Research Conducted	We conducted desk research.
Scope of Market Research Services Provided	We created a market report of South Korea to understand the market opportunity, barriers to trade, consumers in South Korea, and an understanding of the retail landscape for exporters from British Columbia.