

IN A CHANGING WORLD, MARKET INSIGHTS ARE MORE NECESSARY THAN EVER



Recent years have seen businesses across our industry adapting to the changing demand for 'traditional' office products (OP) by taking out costs and investigating new product and service offerings.

In order to make the most of these market opportunities, informed, reliable market knowledge is vital. As a result, many companies have a critical need for information which they often do not have the resources to collect and analyse in-house.

Fortunately, OPI - the leading professional services provider for the international OP industry – and Martin Wilde Associates Ltd (MWA) - the global OP industry's leading market research specialists – together offer a range of research services and reports which are focused on providing these market insights for our industry.

What makes us unique is the combination of MWA's 20+ years of OP market research experience and insight, along with OPI's extensive senior industry contacts worldwide. Where needed, we use selected research agency partners, which means that our costs are kept as low – and our service levels as high – as possible, ensuring that we deliver informed research and consultancy projects worldwide at a very affordable cost.

BESPOKE RESEARCH SERVICES

Over the last 15 years, OPI and MWA have worked together successfully on many bespoke research projects across the world, investigating for our clients a wide range of issues, including:



- Market size and structure surveys
- Market entry/opportunity analysis
- New product/service development research studies
- End-user research studies
- Customer needs/perception studies
- Acquisition studies
- Focus groups
- Data and company searches
- Strategic/market planning studies

If you have a need for specific market insight, please contact us in confidence.

PUBLISHED MARKET STUDIES

MWA and OPI have an ongoing program of researching and publishing market studies aimed at providing detailed market insights on current industry issues at a very affordable cost, including:

Boiling The Frog: Young Office Worker Usage & Perceptions Of Office Products

Two groundbreaking reports investigating the use of and attitudes towards traditional OP amongst young office workers in the UK and US. Published in 2012. Further details are available at: www.opi.net/frog

Mountain Or Molehill?: A Study Of Demand For FM Supplies In The US & UK

Two reports based on research carried out amongst B2B purchasers of FM supplies in the US and UK, investigating the products, sources and services required in this growing category. Published in 2013. Further details are available at: www.opi.net/mole

Swimming With Piranha: OP Purchasing From Amazon

Three reports based on research amongst B2B purchasers of OP in the US, UK and Germany, investigating their use of and attitudes towards Amazon as an OP supplier. Published in 2014. Further details are available at: www.opi.net/piranha and www.opi.net/knowledge/research/swimming-with-piranha-in-germany

The Spider Report: How And Why Business Products Are Bought On The Web

Two reports based on research carried out amongst online B2B purchasers of OP in the US and UK, investigating their use of, and requirements for, e-commerce OP sources. Published in 2015. Further details are available at: www.opi.net/spider

The View From The Top: A State Of The Industry Report 2015-6

The third of a series of reports summarizing OP market performance in key national markets each year, as perceived by the CEOs of major companies in the industry. Published in spring 2016. Further details are available at: www.opi.net/SOTI2016

The Phoenix Report: Is The Dealer Channel Rising Again?

Two reports based on research carried out amongst OP dealers, dealer groups and OP wholesalers in the US and UK, looking at how – and why – the dealer channel is resurgent. Published in 2016. Further details are available at: www.opi.net/phoenix



CONTACT US!

If you would like to know more about how we can help your business move ahead with confidence, please contact us:



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