

A black and white photograph of a person with long dark hair and glasses, seen from the side, working on a laptop. The person is in an office environment with other computer monitors visible in the background. A dark blue rectangular box is overlaid on the left side of the image, containing white text.

Introduction to Nikkei Research

Full service research company, part of the Nikkei Group

Nikkei Research
& Consulting
Thailand

NIKKEI RESEARCH & CONSULTING
(THAILAND) Co., LTD.

NIKKEI-R

NIKKEI RESEARCH INC.



Who we are

Changing the world with insights.

Under social and economic turbulence, our forecast is the motivation of challenge and the power of innovation.

Who we are

Nikkei Research is a member of the world's largest business and economic focused media group; NIKKEI, with FT(Financial Times) also in the alliance. Nikkei Research & Consulting (Thailand) Co., Ltd. is an expert research and consulting team expanding into Thailand from Nikkei Research Inc.

Across **ASEAN**



Due to our strong network and research experiences in ASEAN countries, we can propose and provide reliable multi-national research customized for clients.

50+ years of experience



Since its founding as Marketing Operation Center in 1970, Nikkei Research has provided reliable and excellent research services to support Japanese and non-Japanese clients.

High-quality data



We aim to provide all our clients with highly reliable research data. We achieve this through stringent quality control based in ESOMAR-compliant flow of operations.

The Nikkei Group

We are one of the group companies of Nikkei Inc. Nikkei is one of the largest newspaper companies all over the world, specializing in finance and business news publications.

NIKKEI

FT
FINANCIAL
TIMES

Nikkei Research's business domains



Asia-centered global research

Experience in over 65 countries, focusing especially in Asia, with support of Nikkei Research & Consulting (Thailand).



Marketing research and analytics



From consumer research to B2B marketing research, provided with multifaceted analysis



Revitalization of human resources and organizations



Research on employee satisfaction or health and productivity management to revitalize the work environment



Big Data combined with Enterprise Data



Wide range of consumer research data stored as a single source database, combined with Enterprise Data

Our global network

- Dedicated local partners in over 60 countries
- Head office in Tokyo, Japan. Overseas offices in Bangkok, Thailand and New York, USA



*Colored: countries conducted fieldwork(excluding online surveys)

We are a member of Nikkei Group

We are a member of the world's largest business and economic focused media group; **NIKKEI**, with **FT(Financial Times)** also in the alliance, making us expand farther to deliver solutions that fit your needs.



No.1

World's largest financial media

- News
- Publishing
- Digital Business
- Broadcasting
- Advertising
- Research Institutions
- Human Resource Education
- Printing / production
- Sales system
- Overseas
- Travel & Other Services

The background image is a grayscale collage of business-related items. It includes a laptop keyboard on the left, a pen resting on a document in the foreground, and various charts and tables. One chart is titled 'SALES BY REGION' and another 'SALES BY CATEGORY'. There are also line graphs with data points and a table with columns labeled 'DAT', 'BID', and 'QUA'.

What we do

We offer a wide range of services including BtoB and BtoC marketing research, to governmental research projects and more, all tailored to meet the needs of our clients.

Our services

Marketing Research



- Full service, custom tailored, marketing research services.
- Strategy focused; branding, new market entry, employee engagement, etc.

Statistical Research



- Leading large-scale research projects with the Japanese government to provide reliable government statistics, such as the Economic Census

Database



- Financial statements statistics of corporations
- Corporate profiles
- Human resources data
- Industry information
- Analysts database
- POS data analysis

Digital Marketing / Data science



- Analyze Big Data and bring solutions to various business challenges
- Combine Enterprise Data with Nikkei Research's single source database of consumer data

Research themes



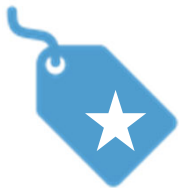
Customer Research

- Customer Experience Survey (CX)
- Customer Satisfaction Survey (CS)
- Mystery Shopping



Customer Relationship Management (CRM)

- Customer Profiling
- Targeting Support



Branding / Advertising

- Brand Strategy
- Positioning/Competitiveness
- Advertising Effectiveness



Behavior Research

- Geodemographic/Area Marketing Research
- Sensory Observations



Corporate/Enterprise Research

- Capital Expenditure (CAPEX) Survey
- Corporate Diversity Survey
- Economic Census



Employee Survey

- Employee Engagement Survey (ES)
- Compliance Survey



Healthcare

- Concept Evaluation
- Treatment Pattern Survey
- Positioning Study



Global/Multi-countries Research

- Multi-country Branding Survey
- Market Entry Survey
- World-wide Customer Satisfaction

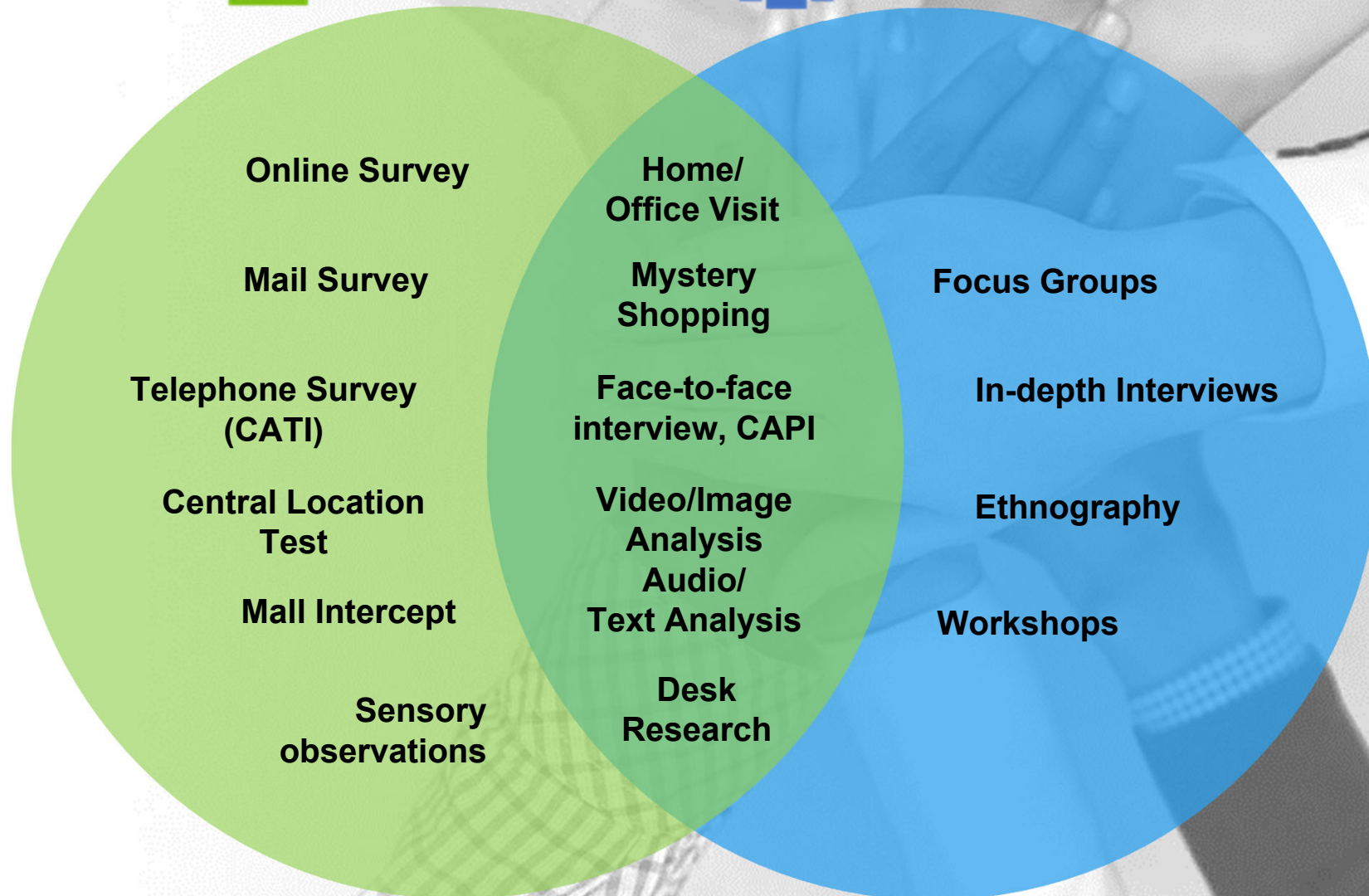
Research methods



Quantitative



Qualitative



Industries

Government / Municipal



Finance
(Bank / Insurance)



Automotive



Electronics
(Home appliance)



Heavy industry



University



IT / Tech



Transport /
Travel / Delivery



Media / Agency



Energy



Tele-communications



Healthcare



Construction /
Real estate



CPG / FMCG
(Food / Cosmetic / Medicine)



Games / Toys /
Entertainment




Fashion /
Luxury brand










Our work




Project Cases (B2C)

Client	Singapore 
Market	Thailand 
Industry	CPG / FMCG 
Goal	To understand and gain insights about the needs and attitudes of softener users
Solution	Qualitative Research on product X user <ul style="list-style-type: none"> • Focus Group Interviews • 30 female respondents in 5 groups (including non-X users) • Ask about washing habits, purchase behaviors, brand awareness, fragrance evaluation, etc.




Client	US 
Market	Thailand 
Industry	Automotive 
Goal	To develop a future-facing, unified and profitable approach to the client's products, services and experiences
Solution	Qualitative Research on Car owners <ul style="list-style-type: none"> • Online In-depth Interviews • 18 car-owners aged 18-49 • Ask about decision making process on mobility, travel and dining out.




Project Cases (B2B)

Client	Japan 
Market	Asia (incl.Japan)/ Europe/ US
Industry	Electronics 
Goal	To build competitive strategies for advantages over rivals globally
Solution	Customer Satisfaction Survey <ul style="list-style-type: none"> • Online Survey • 400+ respondents per country • Ask about service level, importance as a business partner, etc.)

Client	UK 
Market	Thailand 
Industry	Real estate 
Goal	To understand customers' evaluation towards client's service
Solution	Customer Satisfaction Survey <ul style="list-style-type: none"> • Telephone In-depth Interviews • Use a customer (factory owners) list provided by the client • Ask about the reason of choosing the client's service, evaluations, way of collecting information, etc.

Project Cases (Asia)




Client	India 
Market	Thailand 
Industry	Motorcycle 
Goal	To clarify current barriers and to understand potential customers' purchase preference in Thailand
Solution	Branding Survey <ul style="list-style-type: none"> • In-depth Interviews in Bangkok and Chiangmai • 15 respondents for each city (including competitors' motorcycle owners) • Ask about purchase process, usage of current motorcycle, evaluation, etc.



Client	Thailand 
Market	Thailand 
Industry	Government (MICE) 
Goal	To study the social/economic impact of the target event and understand the satisfaction of visitors and local people in the event
Solution	On-site Event Survey <ul style="list-style-type: none"> • Intercept Survey on 100+ participants • Ask about general information (such as residence area and age), attending behavior and satisfaction of the event, etc.

Project Cases (Asia)



“Tailor-made” Ad Hoc Survey

Client	Japan 
Market	Indonesia 
Industry	Motorcycle 
Goal	To clarify the company’s image and to understand behaviors of influencers
Solution	Branding Survey <ul style="list-style-type: none"> • F2F survey & In-depth Interview • Approx. 100s in Indonesia • Approx. 30 questions (including questions of top-of-mind awareness, etc.)

Client	Japan 
Market	7 Asian countries (incl. Thailand)
Industry	Stationery 
Goal	To understand current working environment and to identify problems in the company.
Solution	Employee Engagement and Compliance <ul style="list-style-type: none"> • Online & Mail Survey • 2,680 employees • 31 questions (corporate culture and management, violations of law, etc.)



GLOBAL BRAND SURVEY 2024

Data & insight

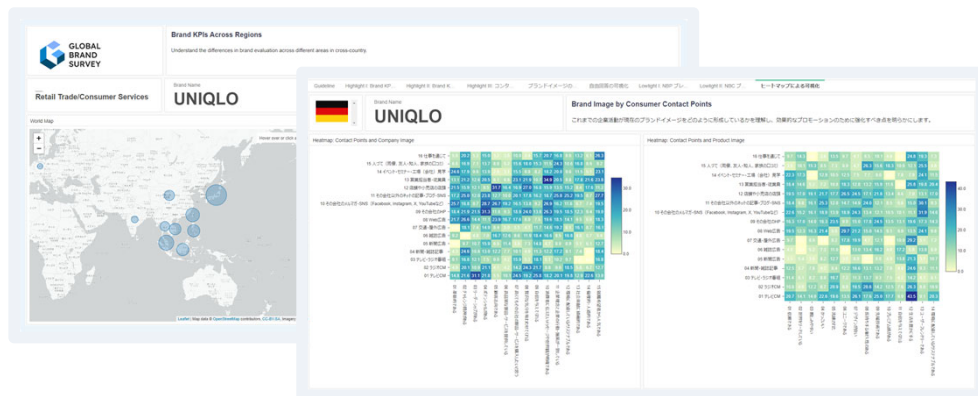
Nikkei Research surveyed over 70,000 people in 11 markets, including China, Taiwan, Thailand, India, Vietnam, Indonesia, Malaysia and the Philippines from Asia.

SURVEYED IN 11 MARKETS



**8 ASIAN MARKETS WITH
JAPAN, U.S. AND GERMANY**

DASHBOARD OF BRAND DATABASE



200 BRANDS

Selected from 15 categories of lifestyle-related industries, including auto, home appliance, sports, game and food.

AROUND 70,000 RESPONDENTS

*around 6,000 respondents in each market

NIKKEI-R BRAND EQUITY SCORE AND BRAND RANKING IN 11 MARKETS

Nikkei-R
Brand Power



Nikkei-R
Brand Contribution



Nikkei-R
Brand Equity
Score



2024 BRAND RANKING IN ASIA

**CHINA, TAIWAN, THAILAND, INDIA, VIETNAM,
INDONESIA, MALAYSIA AND THE PHILIPPINES**

1	Samsung <i>(South Korea)</i>	6	Honda <i>(Japan)</i>
2	Adidas <i>(Germany)</i>	7	Toyota <i>(Japan)</i>
3	Apple <i>(U.S.)</i>	8	Microsoft <i>(U.S.)</i>
4	Sony <i>(Japan)</i>	9	Panasonic <i>(Japan)</i>
5	Nike <i>(U.S.)</i>	10	BMW <i>(Germany)</i>

*around 6,000 respondents in each market



TOP 3 BRANDS IN EACH ASIAN MARKET

	1	2	3
CHINA	Haier	Coca-cola	BYD
TAIWAN	Apple	Nintendo	Coca-cola
THAILAND	Honda	Samsung	Adidas
INDIA	Tata Motors	Samsung	Honda
VIETNAM	Samsung	Panasonic	Adidas
INDONESIA	Honda	Yamaha	Samsung
MALAYSIA	Panasonic	Apple	Toyota
PHILIPPINES	Nike	Nestle	Samsung

Smart Work

Exploring the next generation leading company

Connecting advanced technology, innovation and structural changes for reforming work styles to improve productivity.



Report over Nikkei's various media.



Discussing issues with advanced case-studies in various symposiums.



Holding events for human resource development.

Nikkei Research's role



Large-scale survey for multifaceted assessment.



Building theoretical formula of Smart Work.



Awarding the annual excellent company.



Consulting services for enterprises.

Global Employee Engagement Survey











- Questions on workplace, compliance and corporate brand
- Age 20-59, full-time employee
- 20 countries / 1000+ samples each
- To be used as a benchmark to understand the global position of each global branch when conducting employee engagement surveys

Countries

Australia, Brazil, Canada, China, Taiwan, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, Philippines, Russia, Singapore, South Korea, Thailand, UK, USA, Vietnam








Report & Data




Category	Name	Description
Branding	Brand Index 	<ul style="list-style-type: none"> Visualizing the value of corporate brands in a time-series data in Japan
Finance	Finance RADAR 	<ul style="list-style-type: none"> Measuring the financial awareness of individuals and the financial activities of households in Japan
	Finance METER 	<ul style="list-style-type: none"> Satisfaction survey of financial institutions collected from 160K consumers in Japan, covering city banks, regional banks, trust banks, securities firms, life insurance companies or general insurance companies
	Analysts & economists catalogue 	<ul style="list-style-type: none"> Individual profile covering: department, phone number, email address, brief history, qualifications, and sector Corporate profile covering: address, phone number, website URL, number of employees, ranking, ranked sector and detailed evaluation
	Grand100 	<ul style="list-style-type: none"> Financial gerontology-based survey from respondents over the age of 60
Organization	Nikkei Smart Work Management Survey report 	<ul style="list-style-type: none"> Rating report of corporations based on the Nikkei's "Smart Work Project"
	SDGs Management Survey 	<ul style="list-style-type: none"> Rating report of corporations based on SDGs
	Salary Report 	<ul style="list-style-type: none"> Nearly 30-years worth of local staff's salary data of Japanese companies
	Global Employee Engagement Survey 	<ul style="list-style-type: none"> Benchmark to understand the global position of each global branch when conducting employee engagement surveys
Area Marketing	Capital Area Census & West/Central Area Census 	<ul style="list-style-type: none"> Online database of user profiles and their usage of commercial facilities in the Tokyo (Capital), Osaka, and Nagoya areas

Research project with the government

with the government

Office	Name	Description
Ministry of Internal Affairs and Communications with Ministry of Economy, Trade and Industry 	Economic Conditions Survey	<ul style="list-style-type: none"> Survey on 48,000 offices / 4,000 companies from 35 service industries
	Census of Manufacture	<ul style="list-style-type: none"> Survey on 58,000 offices / 5,700 companies from the manufacturing industry
Ministry of Economy, Trade and Industry 	Economic Census	<ul style="list-style-type: none"> Survey on 1.27M offices / 260K companies with a collection rate of 92% (the collection rate required by METI: 80%)
	Survey of Selected Service Industries	<ul style="list-style-type: none"> Survey on 58K offices / companies with a collection rate of 82.5% (the collection rate required by METI: 80%)
	Current Survey of Production	<ul style="list-style-type: none"> Monthly survey on 5,600 offices / companies using 46 questionnaires
	Quarterly Survey of Overseas Subsidiaries	<ul style="list-style-type: none"> Quarterly survey on 1,400 companies with overseas subsidiaries (5,100 overseas subsidiaries)
Statistics Bureau, Ministry of Internal Affairs and Communications 	Survey on Service Industries	<ul style="list-style-type: none"> Monthly survey on 39,000 offices from the service industries
Government Pharmaceutical Organization (GPO) 	Customer Satisfaction Study	<ul style="list-style-type: none"> Survey on B2B domestic and international customers
Thailand Convention and Exhibition Bureau (TCEB) 	Economic and Social Impact Audit (Sponsored Events / Flagship Events in MICE cities)	<ul style="list-style-type: none"> Study on the economic and social impact of 26 mega events and 6 flagship events held during 2020 and 2021. Data are collected with participants, event exhibitors, and the community around each event's venue.

Research for B2B Database Construction

Reporting from	Name	# of recorded companies	Description	
1985	Nikkei Corporate Information 	3,900 listed companies	<ul style="list-style-type: none"> • Company address • Phone number • Lead managing securities companies • Administrator of shareholder registry • Main bank • Auditing firm • Stockholders • Executives • Number of employees 	<ul style="list-style-type: none"> • Listed market • Unit of trading • Stock price • Total assets • Equity capital • Revenue • Operating profit • Ordinary profit • Net profit
1983	Nikkei Basic Corporation Information (Unlisted) 	28,000 unlisted companies	<ul style="list-style-type: none"> • Company address • Phone number • Memberships • Business description • Corporate history • Capital stock • Capital flows • Executives • Customers 	<ul style="list-style-type: none"> • Principal stockholder • Labor environment • Recruitment status • Starting salary • Affiliated companies • Main bank • P/L and B/S of 2 years • Revenues, net profits, and other financial data of 5 years
2003	Capital Expenditures Survey 	2,500 companies selected by Nikkei	<ul style="list-style-type: none"> • Collected twice a year 	



Our resources

In-house facilities in Bangkok



Meeting Rooms



Observation Room



Call Center



Interview Room

Bangkok Team Profile



Aki Kawamura | Managing Director

Aki has been engaged in market research and analysis for about 20 years, mainly in emerging countries. She was in charge of various global projects in the automotive, consumer electronics, and fashion industries, etc. She is a member of Nikkei Research and Consulting (Thailand)'s start-up team in 2017 and came back to Thailand as Managing Director in 2023.



Warunee Chookhare | Senior Vice President

Chookhare has over 30 years of experience in market research and analysis. She is responsible for from planning the project, supervising of data gathering, evaluating and analyzing results as well as supporting to write and implementing the marketing action plan.



20 full-time staff and has access to more than 300 local interviewers/recruiters nationwide

Tokyo and New York Team Profile

- Tokyo



Kiyoshi Shitamori | Executive Research Consultant

With extensive experience in advertising, marketing planning, corporate strategy, and business development across various industries, supporting companies in expanding their global operations since 2023.



Michie Komoto | Chief Global Research Consultant

Experienced consultant supporting client's global challenge focusing on branding, and engagement and compliance in the pharmaceutical industry.



Kunihiro Sato | Chief Data Scientist

Member of Japan Institute of Marketing Science, The Japanese Society for Artificial Intelligence



Taku Toyoba | Professional Survey Statistician

Expertise in healthcare research in Japan and overseas.

- New York



Noriyuki Yokota | Senior Manager


Based in New York from 2024, supporting local research and gathering the latest information from the US and Europe to assist in global business strategy and new business development.

Contact us

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