

Market Research Analysts

SOC: 13-1161 • Career Profile Report

■ Key Facts

\$76,950

Median Salary

941,700

Employment

+7.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Medium Risk - 38.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

8.1/10 - Excellent work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	3.8/10	Investigative	7.2/10
Artistic	4.0/10	Social	6.6/10
Enterprising	8.2/10	Conventional	8.8/10

■ Top Skills Required

Analytical skills, Communication skills, Critical-thinking skills, Detail oriented

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Market Research Analysts are data-driven professionals who study **consumer behavior, market conditions, and competitive dynamics** to help organizations understand what customers want and how markets are changing. By collecting and analyzing data, they provide insights that guide product development, pricing, branding, and marketing strategy. Their work reduces uncertainty and supports smarter business decisions in fast-moving and competitive markets.

This career is well suited for individuals who enjoy data analysis, psychology, and translating numbers into actionable business insights.

What Do Market Research Analysts Do?

Market research analysts design studies, analyze data, and interpret findings to support strategic decision-making. Their responsibilities span research design, analytics, and communication.

Common responsibilities include:

- Designing surveys, focus groups, and research studies
- Collecting and analyzing consumer and market data
- Interpreting trends in sales, demographics, and preferences
- Evaluating the effectiveness of marketing campaigns
- Analyzing competitors and market positioning
- Creating reports, dashboards, and presentations
- Presenting insights to marketing, product, or leadership teams

Types of Market Research Analysts

Market research analysts may specialize by method, industry, or focus area:

- Quantitative Analysts: Focus on statistical analysis and large datasets.
- Qualitative Researchers: Conduct interviews, focus groups, and observational studies.
- Consumer Insights Analysts: Study customer attitudes, motivations, and behaviors.
- Brand and Advertising Analysts: Evaluate brand perception and campaign performance.
- Product and Pricing Analysts: Support product launches and pricing strategies.
- Digital and Marketing Analytics Specialists: Analyze online behavior, web analytics, and social data.

Skills and Abilities Needed

Market research analysts combine analytical rigor with communication skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

Most market research analysts enter the field through formal education and applied experience:

- Bachelor's Degree: Commonly in marketing, business, statistics, economics, or psychology
- Entry-Level Research or Analyst Roles: Gaining experience with data and research tools
- Advanced Education (sometimes preferred): Master's degree in marketing research, analytics, or business
- Technical Skill Development: Training in statistics, coding, or analytics platforms
- Ongoing Professional Learning: Staying current with data tools and market trends

Where Do Market Research Analysts Work?

Market research analysts are employed across nearly every industry:

- Market Research and Consulting Firms

- Corporations and In-House Marketing Teams
- Advertising and Branding Agencies
- Technology and E-Commerce Companies
- Financial Services and Healthcare Organizations
- Government and Public Policy Organizations

Many roles offer office-based, hybrid, or remote work options.

How Much Do Market Research Analysts Earn?

Earnings vary based on experience, industry, and specialization:

- Entry-Level Analysts: Typically earn professional starting salaries
- Experienced Analysts: Often earn higher pay with advanced analytics skills
- Senior or Managerial Roles: May earn more when leading research teams or strategy

Compensation depends on employer, location, and technical expertise.

Is This Career Difficult?

Market research is intellectually demanding and fast-paced. Analysts must manage complex datasets, tight deadlines, and shifting business priorities. The challenge lies in producing accurate insights quickly and communicating them clearly to non-technical audiences.

Who Should Consider Becoming a Market Research Analyst?

This career may be a strong fit if you:

- Enjoy analyzing data and identifying patterns
- Are curious about how people make decisions
- Like combining business strategy with analytics
- Are comfortable presenting insights to stakeholders
- Want a career with broad industry flexibility

How to Prepare Early

- Take courses in statistics, economics, and marketing
- Learn data analysis and visualization tools
- Practice survey design and research methods
- Analyze real-world consumer and market data
- Seek internships or entry-level research roles

Market research analysts turn data into insight, helping organizations understand customers, anticipate trends, and make smarter strategic decisions in competitive markets.