

RETAIL & TRADE | THREE MARKETS IN LATIN AMERICA

Trade and opinion-leader interviews across Latin America

Fifty in-depth interviews with trade stakeholders and key opinion leaders in three markets, recruited strictly to client screeners.



AT A GLANCE

CLIENT

Consumer brand entering new markets

INDUSTRY

Retail & Trade

MARKET

Three markets in Latin America

METHOD

In-depth interviews, 60 minutes

SAMPLE

35 trade respondents and 15 opinion leaders

TIMELINE

2 to 3-week fieldwork

THE CHALLENGE

A client launching across Latin America needed in-depth interviews with trade stakeholders and key opinion leaders. Smaller markets and a split sample of two very different audiences called for local reach and careful screener management.

OUR APPROACH

We recruited both audiences strictly to the client's screeners through Spanish-speaking local networks.

- 1 Recruited trade and opinion-leader respondents to client screeners
- 2 Ran 60-minute in-depth interviews
- 3 Coordinated recruitment in Spanish across all three markets
- 4 Verified every respondent against the screener

THE RESULTS

- ✓ 35 trade and 15 opinion-leader interviews
- ✓ Local networks reached the smaller markets as well as the largest
- ✓ Two audiences together gave a fuller market picture

SERVICES USED

Qualitative recruitment

Hard-to-reach audiences

Global fieldwork coordination

Respondent recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.