

DIRECTOR

Laure Boisier

DATE ESTABLISHED

2008

ACTIVITY

Qualitative research
Innovation, creativity
Ethical consumerism
Green Brands

SECTORS

Consumers Research for
personal care, food,
household, new
technologies industries

LOCATIONS

France (Paris
& fieldworks
anywhere
in France)



CONTACTS

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Lb Qualitative Research is a French Marketing Research company that was founded in 2008 in order to deliver **qualitative research for international companies on the French market.**

Our positioning is mainly focused on **supporting UK based companies in providing really good fieldworks in Paris or elsewhere in France.** Lb Qualitative Research delivers highest quality recruitments, great moderations (focus groups, in depth interviews, online communities), deep analysis and very pragmatic recommendations.

The services provided by our company **allow our UK partners to help their end clients to generate innovations, and develop their products and brands. Through us, our UK partners and their clients get easily connected to the French targets.**

The company's expertise mainly concerns the fields of **FMCG in personal care, food, household and new technologies industries.**

Our company favours the rise of ethical consumerism & green brands.

CURRENT FRENCH END CLIENTS

- Personal care & health: Johnson & Johnson, Laboratoires Merck
- Food industry: Unilever, Ferrero
- Household: Unilever, Zodiac
- New technologies : Skype, Google, Intel Pentium

CURRENT UK, USA CLIENTS

- Incite, Face, nQual, Bovitz Research Group, Connected Incorporated

TYPE OF COMPANIES SOUGHT IN THE UK

- UK-based market research agencies conducting qualitative research in France.
- Agencies focused on FMCG in the personal care, food, household and new technologies industries.