

Market research

The right starting point to market-led solutions



The challenge

When it comes to the mass-market, market players tend to rely on intuition or superficial human-centered design exercises.

The opportunity

In a changing marketplace, market players want to make unbiased decisions based on evidence. For this, they seek information that is based on credible research.

We offer



20 years of experience in identifying market conditions, scenario analysis, assessing market potential, data-based decision-making, and developing benchmark comparisons.



Extensive experience of using customer-centric design (MI4ID) experience to complement our work on analytics



Championing human-centered design and behavioral science in product development and innovation.

Our services

- Customer analytics, user experience
- Behavior insights and design thinking
- Product development and innovation
- Value chain analysis
- Program design
- Market sizing or mapping and strategy

We design market research studies to provide exhaustive consumer insights for faster, smarter, and better decisions

Clients and Partners



and many more...

Key contact: Bhavana Srivastava (bhavana@microsave.net); Anup Singh (anup@microsave.net); Elizabeth Berthe (elizabethberthe@microsave.net)



Our impact

>250 Clients 50+ countries

Multiple sectors—health, WASH, financial inclusion, livelihoods, education, and agriculture, among others

Our work has spanned Asia and Africa for governments and market players like banks, MFIs, CBOs, donors, and MNOs. Each research results in meaningful outcome. Our recent work includes:

- Our research led to development of FI and FL policy in Qatar which will enhance financial literacy of 2.69 million people living in Qatar
- Our research provided inputs to creation of USD 9.5 million Financial Incubation lab which will support 60 fin-tech start-ups in developing their ideas.
- Modified agent management systems for more than 30 DFS providers in 11 countries
- Pro-poor livelihoods program development in India, serving over 5,000 households