



**EFAMRO Moodindicator
2026 Q2**

EFAMRO Moodindicator 2026 Q2:

Introduction

In Q2 of 2026 EFAMRO conducted a new wave of the EFAMRO Moodindicator. Research agencies, that are members of their national trade association, were asked about the business outlook from the perspective of both their own organisation and their domestic market. In this wave, respondents from 11 European countries participated.

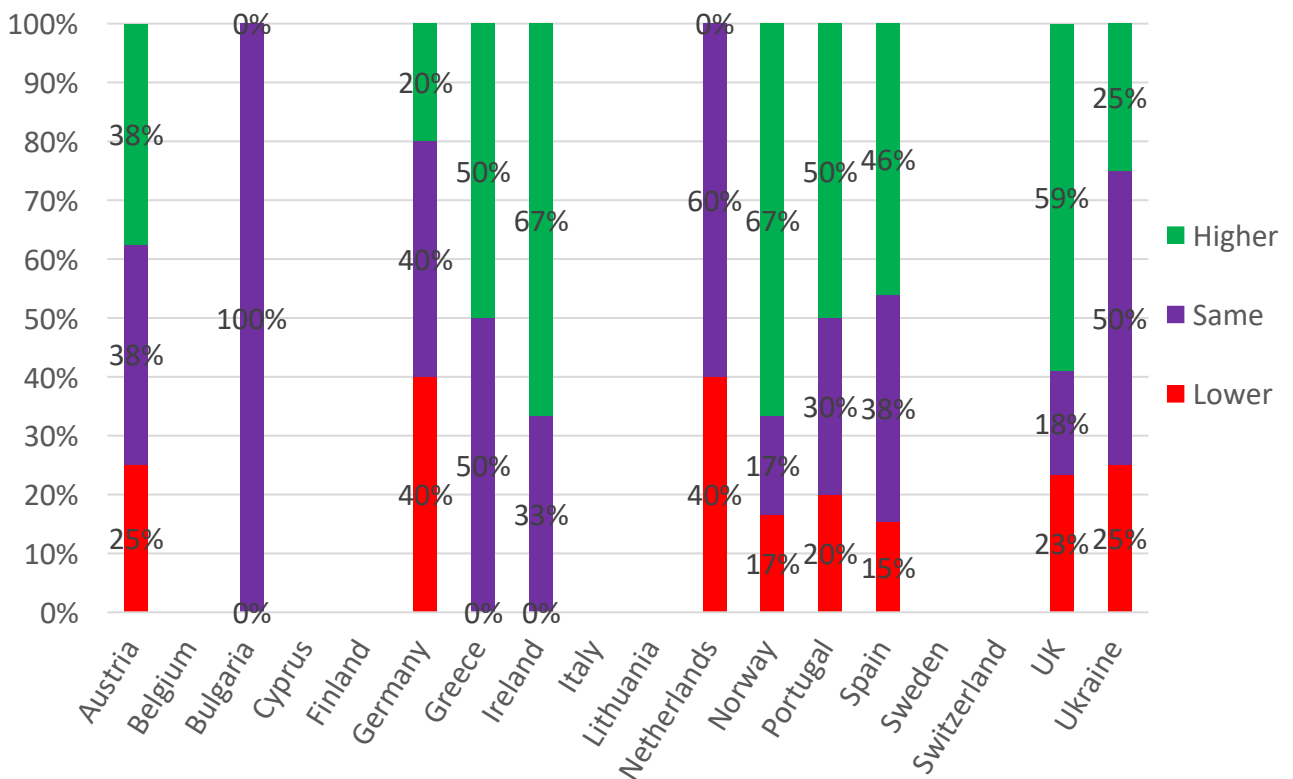
The sample base and response rates are relatively small in some countries and the questions differ slightly (as a result of historic benchmarking). However, the results give a good indication of the development of the European research industry, particularly when comparing the results to the results of the previous waves. The overall base for the results is 164.

See table below for a detailed response overview.

	2026 Q2	2025 Q4	2025 Q2	2024 Q4	2024 Q2	2023 Q4
Austria	8	11	13	17	17	8
Belgium	-	-	1	-	2	-
Bulgaria	3	1	1	2	1	-
Cyprus	-	-	-	-	1	4
Finland	-	-	-	-	-	-
Germany	25	36	19	39	34	24
Greece	10	11	13	8	18	17
Ireland	3	2	6	3	6	6
Italy	-	-	-	-	-	1
Lithuania	-	-	-	-	2	1
Netherlands	5	45	57	52	63	54
Norway	6	9	6	2	9	9
Portugal	10	6	9	8	8	11
Spain	13	6	19	10	24	7
Sweden	-	-	-	-	1	-
Switzerland	-	-	-	-	-	1
UK	73	67	67	61	87	50
Ukraine	8	-	-	-	-	-
Total	164	194	211	202	273	193

Table 1: Business owners views on their own

Thinking about the year ahead do you think your research revenues will be higher than, lower than, or about the same as last year



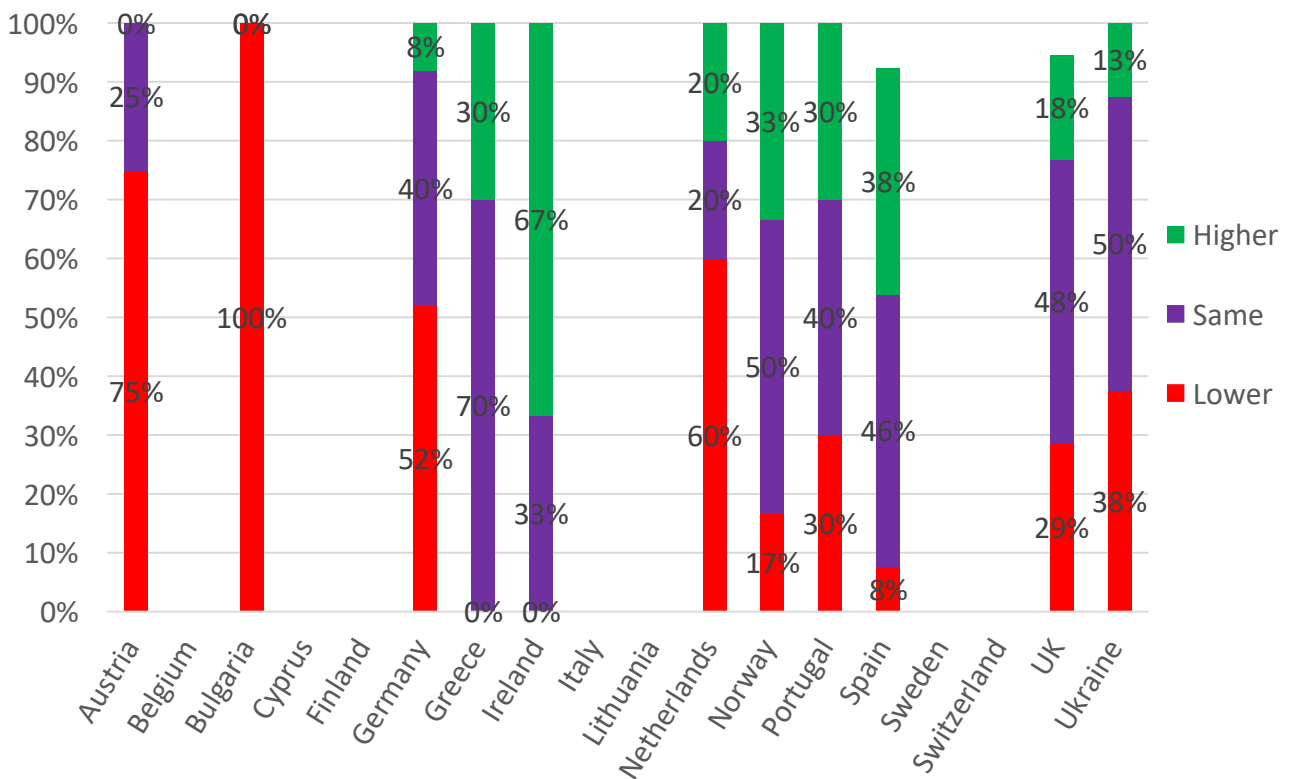
* It is possible that a result in a country does not equal 100%. This can be due to rounding differences, or to the absence or non-reporting of the "don't know" category.

Table 2: Net positives for business owners' views on their own businesses

	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2	Variance
Austria	38	59	53	15	18	12	-6
Belgium	-	-50	-	0	-	-	-
Bulgaria	-	100	50	100	100	0	-100
Cyprus	25	100	-	-	-	-	-
Finland	-	-	-	-	-	-	-
Germany	13	9	18	11	3	-20	-23
Greece	24	11	50	38	73	50	-23
Ireland	67	33	67	-50	100	67	-33
Italy	0	-	-	-	-	-	-
Lithuania	-100	50	-	-	-	-	-
Netherlands	74	38	75	28	51	-40	-91
Norway	22	44	100	33	89	50	-39
Portugal	9	12	12	67	0	30	30
Spain	71	63	70	79	50	31	-19
Sweden	-	100	-	-	-	-	-
Switzerland	0	-	-	-	-	-	-
UK	38	36	30	25	25	36	11
Ukraine	-	-	-	-	-	0	-

Table 3: National research markets

Looking at the research industry in your country overall, what are your expectations for growth over the next 12 months?



* It is possible that a result in a country does not equal 100%. This can be due to rounding differences, or to the absence or non-reporting of the "don't know" category.

Table 4: Net positives for national research markets

	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2	Variance
Austria	0	12	-24	-23	-27	-75	-48
Belgium	-	-50	-	0	-	-	-
Bulgaria	-	100	50	100	100	-100	-200
Cyprus	50	0	-	-	-	-	-
Finland	-	-	-	-	-	-	-
Germany	-17	-12	-33	-16	-53	-44	9
Greece	24	33	25	38	55	30	-25
Ireland	0	0	33	-50	50	67	17
Italy	100	-	-	-	-	-	-
Lithuania	-100	0	-	-	-	-	-
Netherlands	35	32	33	12	13	-40	-53
Norway	-11	11	50	-33	44	17	-27
Portugal	-9	-25	12	33	50	0	-50
Spain	57	50	50	32	67	31	-36
Sweden	-	0	-	-	-	-	-
Switzerland	0	-	-	-	-	-	-
UK	-8	8	-7	-6	-34	-11	23
Ukraine	-	-	-	-	-	-25	-

Table 5: Thinking about the year ahead do you think your research revenues will be higher than, lower than, or about the same as last year (Market total weighted)

	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
Higher	47%	49%	49%	43%	41%	49%
Same	41%	32%	34%	37%	44%	25%
Lower	11%	17%	17%	19%	16%	26%
Unknown	0%	2%	0%	1%	0%	0%

Table 6: Looking at the research industry in your country overall, what are your expectations for growth over the next 12 months? (Market total weighted)

	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
Higher	19%	23%	22%	16%	13%	18%
Same	58%	57%	46%	60%	42%	45%
Lower	23%	16%	28%	21%	41%	33%
Unknown	0%	3%	3%	2%	3%	4%