

MRF announces latest MAPS release date

The Marketing Research Foundation (MRF) has announced that the latest edition of the Marketing All Product Survey (MAPS), conducted from April 2022 to March 2023, will be released on 2 October 2023.

MRF's CEO, Johann Koster, stated that the data release will provide insights into consumer behaviour and spending during the first quarter of 2023. This data is expected to shed light on this year's consumer trends.

The quarterly consumer data reflects the impact of recent global events on consumer behaviour, with noticeable changes brought about by events like the Covid-19 pandemic and ongoing economic challenges. These shifts in how consumers consume products and allocate their spending will be evident in the released data.

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