

PwC AWM Research Centre



A diverse research team with a wide array of competencies, the PwC AWM Research Centre identifies and provides quantitative and qualitative data driven insights and analysis to a variety of financial service providers. We're the one-stop shop for all your research needs. By working in close alignment with our clients we deliver tailor-made solutions that address the challenges and opportunities of doing business.

Your challenges



Identifying market opportunities

Sustained growth and profitability are never guaranteed in today's rapidly changing business environment. In order to succeed in this new environment, businesses must identify market opportunities as swiftly as possible.



Assessing competitive positioning

Understanding your position within the market in relation to your competitors is crucial. Benchmarking requires an unbiased opinion on key contributors to your success, including product, price, position, and management.



Improving market visibility

Building a strong brand is a never-ending task. Increasing your market visibility in order to build closer relationships with current customers and gain new ones is critical to prospering in the years ahead.



Monitoring market developments and trends

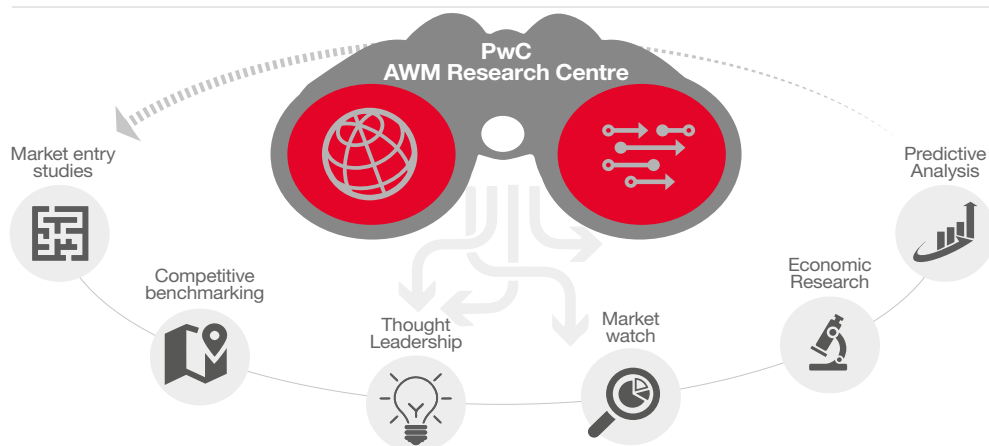
Identifying market opportunities is only one aspect of solidifying a profit base in today's business environment. In order to do so however, businesses need to constantly monitor market developments and trends.



Gaining a better understanding of global and local markets

In the context of ever shifting global economic markets, changing tax environments, and increasing regulations, it is crucial to understand what the costs and opportunities of reforming corporate structures can be.

Our solutions



Market entry studies

We specialise in thoroughly analysing markets for clients who require highly specific information on which to base critical decisions. Our investigative reports and qualitative and quantitative analysis can help you define business strategies that work.

Competitive benchmarking

We conduct extensive interviews and qualitative and quantitative research to provide our clients with a clear understanding of where their business stands within the context of the overall market and in relation to their stated goals. Having a positioning strategy can help managers excel in a competitive marketplace.

Thought Leadership

Knowing how to leverage your visibility amid millions of competing messages, both digital and traditional, is essential. We assist clients in developing appropriate content to tackle the most pressing issues of our day, and deliver relevant information that allows them to gain credibility and exposure in the marketplace.

Market watch

Gathering and analysing market data is our forté, and whether you are in the process of establishing a presence for the first time or trying to reposition yourself in the marketplace, we can offer relevant support. Our comprehensive reports highlight key economic and performance indicators and give our clients an accurate pulse of the global markets.

Economic Research

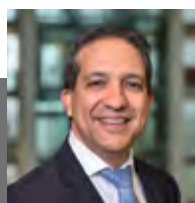
Conducting econometric and statistical analyses, both at a macro and microeconomic level allows us to provide our customers with a better understanding of global and local economic environments.

Predictive Analysis

Our predictive analysis lays out the future trends of your industry. We combine both quantitative and qualitative analysis to ensure that we cover a broad base when examining the market. Additionally, our economic analysis expertise helps to drill into the global macro trends that will affect your industry.



Your contacts



Dariush Yazdani

Partner,
PwC AWM Research Centre Leader
+352 49 48 48 2191
dariush.yazdani@lu.pwc.com



Grégory Weber

Managing Director,
PwC AWM Research Centre
+352 49 48 48 6175
gregory.weber@lu.pwc.com



Xavier Domalain

Senior Manager,
PwC AWM Research Centre
+352 49 48 48 6057
xavier.domalain@lu.pwc.com