









# Customized Market Research

## About

Customized Market Research provides U.S. companies with answers to questions specific to the client's products/services in a market; including market structure, trends and size, customary distribution and promotion practices, and key competitors and agents, distributors, or strategic partners in the market.

## Eligibility and Pricing

- You must be an export-ready U.S. company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content to utilize this service.
- The fee for Customized Market Research varies depending on your company size and scope of work.
- The fee is based on the following hourly rate for staff time: \$30 for small companies<sup>1</sup>, \$70 for medium companies<sup>2</sup>, and \$90 for large companies<sup>3</sup>.

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## Footnote

<sup>1</sup> Must qualify as a “small business” under the [Small Business Administration's size standards](#), which vary by North American Industry Classification System (NAICS) code. Fees listed also apply to U.S. Economic Development Organizations (EDO) and Non-profit Educational Institutions that purchase ITA services for their own use. For example, when an EDO requests a Gold Key Service (GKS) to promote itself as a tourist destination, it will be charged the small company fee. If, however, an EDO requests a (GKS) to promote a U.S. company's goods/services, the size of the company will be used to determine the fee.

<sup>2</sup> Must have less than \$1B in annual revenue (including affiliates: parent, child, subsidiaries, divisions, etc.) to qualify.

<sup>3</sup> All U.S. businesses that do not qualify as a small or medium enterprise.