



UL Market Insights and Analytics Services

Companies are increasingly recognizing the need for knowledge as a means of establishing a competitive edge while supporting their strategic decision making processes. Companies gain knowledge and insights by gathering business intelligence that helps them understand their competition, industry and clients' needs so they can make better, more informed business decisions.

The UL Advantage

UL's Market Insights and Analytics Service is designed to offer guidance and clarification on the current business and product trends in today's changing marketplace. UL experts mine numerous UL databases to provide customized, highly detailed reports and insights on market leads, standards, regulatory schemes and application development trends. This service is an essential step for companies who want to perform benchmarking between products or gather insights on new markets and/or applications they wish to pursue.

UL expertise offers:

- Detailed market analysis and benchmarking for various markets, including plastics, electrical insulation systems and marking and labeling systems.
- Guidance regarding the identification of new business opportunities
- Data to help companies focus efforts and forecast with greater precision

How Do UL Customers Benefit?

UL's Market Insights and Analytics Services provide up-to-date market information in a timely manner. With this information, customers can begin to better understand market challenges, allocate resources appropriately and identify profitable opportunities. This established foundation improves time to market, minimizes the time and money spent on costly research and enables quick responses to the customer.



Experience the UL Difference

The UL Market Insights and Analytics team has industry leading expertise in data collection and presentation. Tight integration across subject matter experts, education and global delivery puts the entire UL team behind its customers' success.

To learn more, contact your local UL representative, or visit UL.com.