

# State of Consumer and Market Intelligence

Generative AI changes the game.



# From Data Overload to Predictive Precision

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In an era where consumers are more connected than ever, approximately 2.4 billion brand-related conversations unfold in the U.S. daily. The digital revolution has ushered in a realm where consumers not only discuss brands but expect them to listen, understand, and anticipate their needs.

What if you don't? The cost could be significant, and you might not get another chance to get it right. A study from PWC found that one in three consumers (32%) say they will walk away from a brand they love after just one bad experience.

# The Power of Predictive Data

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While a whopping 5.18 billion individuals are connected to the internet, 4.8 billion engage on social media platforms and forums daily. This digitization brings a sea of consumer data. But having access to vast amounts of data isn't the endgame. The real challenge lies in analyzing these massive datasets, identifying trends, and translating them into actionable business strategies. Organizations can forecast market movements by recognizing recurring patterns, paving the way for profit maximization, and getting ahead of existing and emerging competition.

# 2.4 BILLION

brand-related conversations daily in the U.S.

# 77%

percentage of competitive intelligence professionals believe the greatest risk to their business is from a currently unknown competitor (SCIP).



1 in 3 consumers say they will walk away from a brand they love after just one bad experience (PWC).

# Beyond Passive Listening

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Listening and looking at past data isn't enough. In a world driven by data, advanced generative AI tools enable organizations to go beyond mere data collection. They're facilitating the shift from reactive to proactive stances, turning patterns into predictions, and those predictions into informed business decisions. This shift doesn't only illuminate blind spots but equips organizations to make decisions grounded in real-time data, eliminating guesswork.



# 64%

of consumers wish companies would respond faster to their changing needs (**Accenture**).

# 88%

of executives think their customers are changing faster than they can keep up (**Accenture**).

# 65%

strongly believe in the importance of consumer insights for strategic decision-making. (**Quid Insights**).




# Charting the Future with Informed Precision

In an increasingly interconnected digital landscape, the success of an organization hinges on its ability to adapt, innovate, and anticipate. As we've journeyed from the staggering daily brand conversations to the sheer power of AI-enhanced customer context, one thing is clear: the data age demands more than passive accumulation. The modern enterprise must wield these vast data troves with discernment, turning insights into strategic foresight.

Platforms like Quid are not just tools but vital navigational aids in this data-driven voyage, ensuring that businesses not only keep pace with but lead in understanding their consumers. As we unlock the future, the ability to decode tomorrow's customer and market insights today is not merely a competitive advantage—it's the bedrock of sustainable success in an ever-evolving marketplace.

**Ready to anticipate your consumers' needs?**

Book some time to get more insights from one of our experts. 

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