What we do
We listen to consumers. We transform what they say into insights that influence Ericsson's strategy, products and marketing, as well as our customers. Because at the end of the day, it is the consumer that counts.

We need to be close to consumers in different cultures. That is why Ericsson ConsumerLab has analysts in all of the regions where Ericsson is present. Within our team, we have a wide range of competencies covering social science, segmentation and research methodologies.

By being objective we can provide useful advice, and convey a true image of consumers’ behavior, attitudes and beliefs.

People are the key
People are important to us. In fact, they are so important that we have been studying consumers since 1995 – on all continents, in different cultures and living conditions, young and old, in different stages of life. The result is an incomparable knowledge about consumers.

As part of Ericsson and through our daily interactions with customers, we also have a thorough understanding of the information and communications technologies (ICT) market, technology and business models, product management, marketing and strategy.

This combination of both consumer and ICT understanding is unique and forms the basis for our credibility and integrity. We understand consumers’ drivers and barriers for new products and services.
A scientific basis

Our insights come from a global research program. Every year, we interview 100,000 people in more than 40 countries and 15 megacities, statistically representing the views of 1.1 billion people.

We gather knowledge in different ways. We spend hundreds of hours in in-depth interviews and focus groups with consumers from different cultures. We cooperate with external research institutes to secure unbiased input. Our research covers general market and consumer trends as well as in-depth insights into specific areas.

We see the big picture, understand where the individual fits in, and know what this means for future trends and services.

Sharing our insights

We turn facts into valuable knowledge. We analyze data to create consumer insights and thought-provoking ideas in different technology areas, consumer trends, segmentation and branding. We have the tools and methods to tailor-make these offerings to a certain customer’s needs, and together we analyze the impact of our findings.

We look at a question from every angle. This provides value for decision makers, both within Ericsson and for our customers. We offer training courses in consumer understanding, and unique and inspiring workshops in which we let participants, especially operators, test their consumer and marketing competencies in our engaging MarketReality™ simulation game.

The insights we offer are based on a solid and unique knowledge base of consumer needs and behaviors. Our long experience combined with our objective, scientific approach enables us to be a true voice of the consumer.
Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers’ networks servicing more than 2.5 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company’s net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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