Analyst firms embrace AI while facing economic challenges reveals survey by Content Catalyst

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Content Catalyst today released findings from its Analyst Firm Survey 2025, revealing how research firms are navigating economic uncertainty while leveraging AI to enhance their services.

The survey of senior leaders at global analyst research firms found that 64% identify economic uncertainty as their biggest challenge for 2025, with concerns that client budget pressures could impact research spending and renewals.

Despite these challenges, analyst firms are focusing on strategic initiatives to enhance their value proposition:

- Smaller firms (under 50 analysts) are prioritizing deeper research in existing areas
- Larger firms are increasing technology investments to improve research capabilities
- Both groups plan to expand coverage into new industries and sectors

Significantly, 84% of respondents view AI as more of an opportunity than a threat, with 55% identifying task automation as AI's most valuable application. Larger firms are developing proprietary AI tools to enhance content discoverability and personalization, while smaller firms are adopting off-the-shelf AI solutions to streamline production workflows.

"I was encouraged to see many analyst firms in this report adopting AI to streamline their publishing processes and to transform the search experience," said Daniel Lord, Founder & CEO of Content Catalyst. "In challenging times, when budgets are scrutinised, publishing technology becomes a key differentiator that enables analyst firms to demonstrate the value of their research to clients."

The survey also highlighted concerns about AI's potential for inaccuracies and bias, along with competition from AI-powered, low-cost research providers. However, most firms believe these risks are outweighed by the efficiency gains and enhanced user experience AI can deliver.

"This survey provides critical intelligence as we navigate a rapidly evolving market landscape," said Edwin Bailey, Chief Operating Officer at Content Catalyst. "Understanding these trends enables us to better serve our clients while strategically positioning ourselves for growth despite economic uncertainties."

The complete Analyst Research Leadership Survey 2025 whitepaper is available for download at

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About Content Catalyst
Content Catalyst is the first-choice technology partner for ambitious analyst research firms. Using our technology, publishers of analyst reports and data can launch subscriber portals that maximize the value of their insights and drive revenues. The company was founded in 2003 and is headquartered in Cambridge, UK.

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