SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Lead generation agencies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

Lead generation agencies help clients decide which businesses are worth approaching. A useful list explains why each business belongs on it.

~90%
SME share of businesses
Global / World Bank overview [S01]

>50%
SME share of employment
Global / broad benchmark [S01]

$4.64T
Digitally delivered exports
World / 2024 / current USD [S02]

01 What you can offer

Give the client a focused company list, with enough research to support a relevant first conversation.

02 Where to start

Start with one client service.

03 What to ask

Agree on selection criteria with the client first.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

The weight of SMEs explains why a focused buyer group matters. Narrow this broad business population by activity and by the service you can provide.

SME share of businesses

Global / World Bank overview [S01]

~90%

SME share of employment

Global / broad benchmark [S01]

>50%

Digitally delivered exports

World / 2024 / current USD [S02]

$4.64T

What these figures cover

The World Bank shares are broad benchmarks without one observation year. The other-business share is the remaining 10%. Digital service exports are a separate measure.

Consider international customers

Sell research and qualification services across borders where language, buyer knowledge and delivery standards fit.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

SMEs in the world economy

Share of businesses, approximately (%)

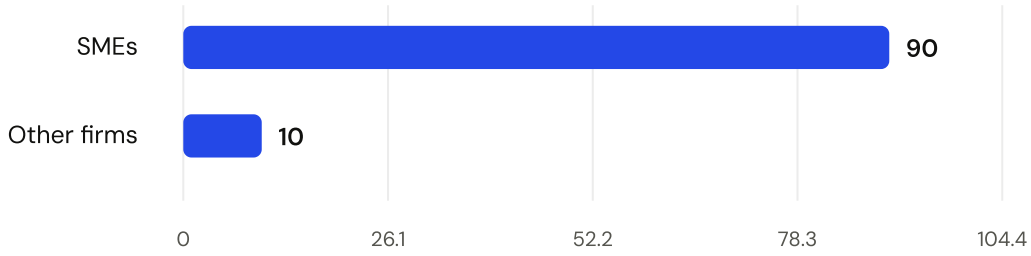


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Start with one client service. Choose one type of buyer and one country before building the list.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Sell research and qualification services across borders where language, buyer knowledge and delivery standards fit.

The World Bank shares are broad benchmarks without one observation year. The other-business share is the remaining 10%. Digital service exports are a separate measure.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Specialist agencies

What to discuss
Support specialist agencies with regular company research for their own client accounts.

Who to speak with
Agency owner or sales lead

PROFILE 02
Potential buyer

B2B software companies

What to discuss
Find businesses whose operations fit the problem the software addresses, then prepare a list for sales review.

Who to speak with
Agency owner or sales lead

PROFILE 03
Potential buyer

Industrial suppliers

What to discuss
Identify manufacturers that could use the supplier's products, using their activities and product information.

Who to speak with
Agency owner or sales lead

PROFILE 04
Potential buyer

Export consultancies

What to discuss
Research suitable buyer or distributor types in the countries the consultancy serves.

Who to speak with
Agency owner or sales lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Start with one client service. Choose one type of buyer and one country before building the list.

Next step

Research a small group of relevant firms.

02

Define the work together

Agree on selection criteria with the client first. Review a small sample together before extending the research.

Next step

Write down the agreed requirements.

03

Look across borders

Sell research and qualification services across borders where language, buyer knowledge and delivery standards fit.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **SMEs Finance**

World Bank · Accessed 2026-10-29

www.worldbank.org ↗

S02 **Annual Report 2025, pp. 12-14**

WTO · 2025

www.wto.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/lead-generation-agencies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION