

Spain-Madrid: Market research services
OJ S 16/2023 23/01/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Comisión Nacional de los Mercados y la Competencia

National registration number: Q2802141H

Postal address: Alcalá, 47

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Presidencia de la Comisión Nacional de los Mercados y la Competencia

E-mail: contratacion@cnmc.es

Telephone: +34 914329600

Fax: +34 915777161

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=c5bSBt56kJEQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de investigación de mercado a consumidores del ámbito residencial 2023

Reference number: 220044-1

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de investigación de mercado a consumidores del ámbito residencial 2023

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 149 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Servicio de investigación de mercado a consumidores del ámbito residencial 2023

II.2.5. Award criteria

Quality criterion - Name: Diseño del estudio / Weighting: 14

Quality criterion - Name: Propuesta de controles de calidad / Weighting: 14

Quality criterion - Name: Propuesta de recogida de la información de los cuestionarios y las facturas / Weighting: 17

Cost criterion - Name: Número de hogares / Weighting: 6

Cost criterion - Name: Criterio precio / Weighting: 49

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 140-399245](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Servicio de investigación de mercado a consumidores del ámbito residencial 2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/01/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: INSIGHTS & CONSULTING KANTAR S.L..

National registration number: B79896965

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 180 000,00 EUR

Total value of the contract/lot: 1 149 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: CNMC

Postal address: Alcalá 47

Town: Madrid

Postal code: 28014

Country: Spain

VI.4.4. Service from which information about the review procedure may be obtained

Official name: CNMC

Postal address: Alcalá 47

Town: Madrid

Postal code: 28014

Country: Spain

VI.5. Date of dispatch of this notice

18/01/2023