

Global

YouGov shopper – data platforms

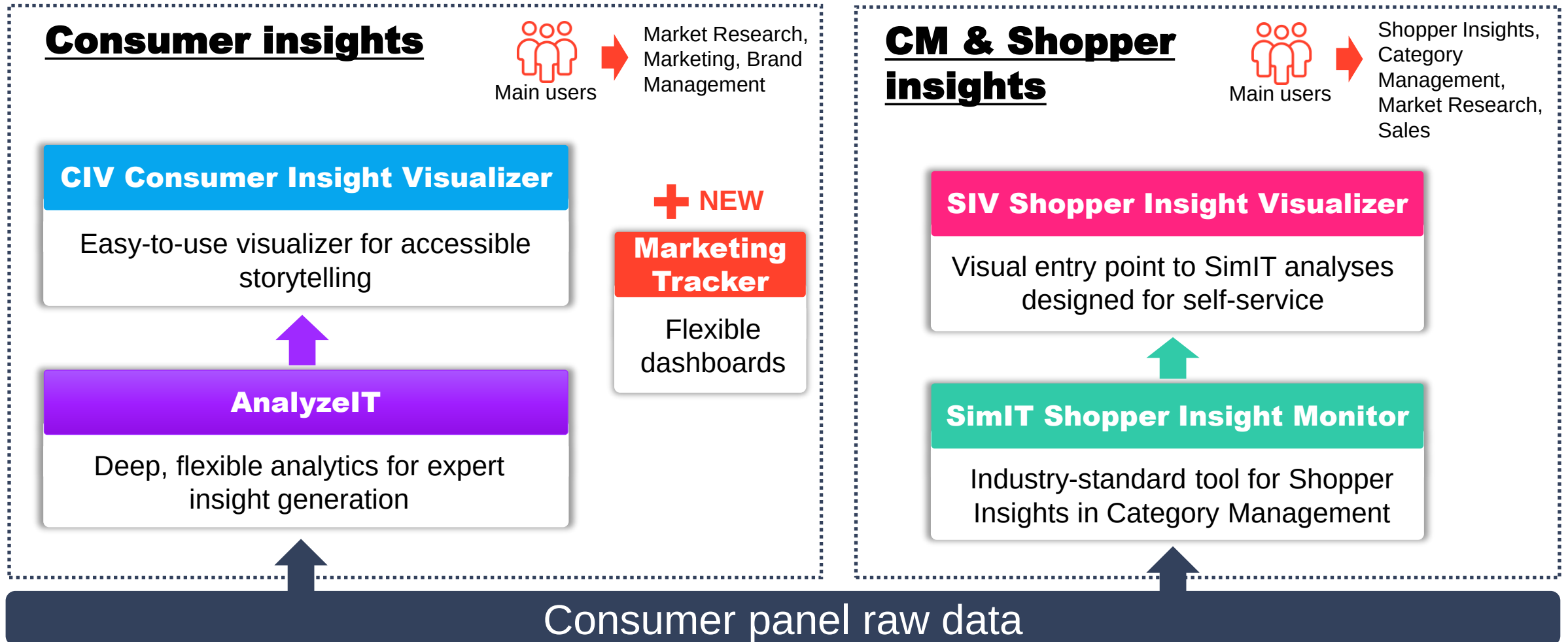
Status Q2 2025

Prepared for Coca-Cola

How you access YouGov shopper data and insights (1/3)

Status Q2 2025

Tool and data accessibility depend on each country's service level



How you access YouGov shopper data and insights (2/3)

Outlook Q4 2025

Consumer insights



Main users



Market Research,
Marketing, Brand
Management

CIV Consumer Insight Visualizer

Easy-to-use visualizer for accessible
storytelling



AnalyzeIT

Deep, flexible analytics for expert
insight generation

+ NEW

Marketing Tracker

Flexible
dashboards

CM & Shopper insights



Main users



Shopper Insights,
Category
Management,
Market Research,
Sales

SimIT Web

Growth. Rooted in Reality.

- ✓ Single access point for category workflows
- ✓ Improved usability and modern design
- ✓ Web-based, secure, and scalable
- ✓ Potential integration with RMS data

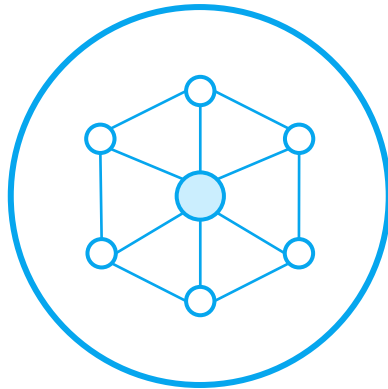
Consumer panel raw data

How you access YouGov shopper data and insights (3/3)

Future state
2027+

All insights on one platform

Shopper Insights Platform



- Predictive & real-time insights
- Modular and self-service workflows
- Cross-market scalability
- Role-based UX

Outcome

- End-to-end workflow in one place
- Smart delivery for all user types

Consumer panel raw data

From current set of tools to Unified Platform

How we evolve towards a unified, scalable Shopper Insights experience

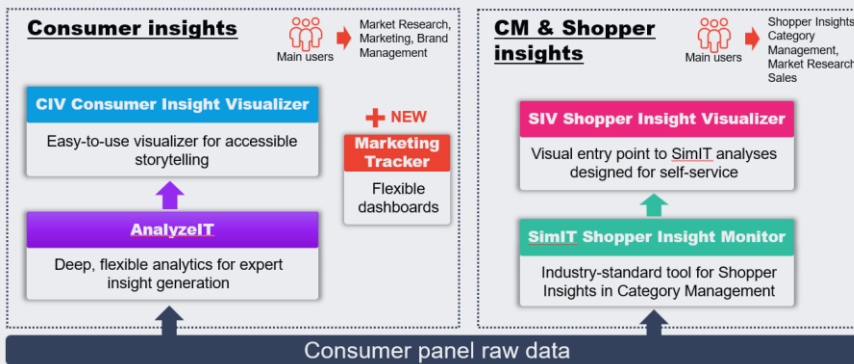
Overview

TODAY

How you access YouGov shopper data and insights (1/3)

Status Q2 2025

Tool and data accessibility depend on each country's service level

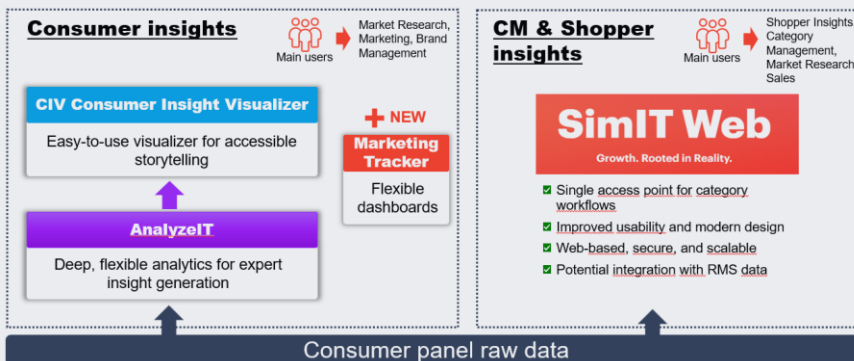


TRANSITION

SimIT Web Launch
2025 – 2026

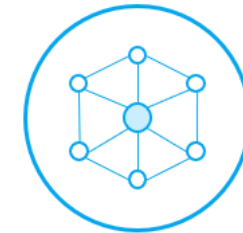
How you access YouGov shopper data and insights (2/3)

Outlook Q4 2025



FUTURE STATE

Shopper Insights Platform
2027+



- Predictive & real-time insights
- Modular and self-service workflows
- Cross-market scalability
- Role-based UX

Outcome

- End-to-end workflow in one place
- Smart delivery for all user types

One platform, one experience

YouGov shopper data is accessible via YouGov proprietary tools and Europanel Inspire portal



YouGov Platform

- YouGov Shopper data only
- Local Reports, Multi-country dashboard
- Links to all the YouGov tools:
 - AnalyzeIT
 - CIV
 - Marketing Tracker
 - SimIT
 - SIV
- <https://platform.yougov.com/home>



Inspire (Europanel)

- YouGov Shopper and other providers
- Regional Reports
 - TCCC
 - CCEP (4 countries)
- <https://eu.worldpanelonline.com>

YouGov Shopper intelligence – Coca-Cola account team



Feel free to address any of us directly!



DK: Peter Palmquist
peter.palmqvist@yougov.com



SE: Oskar Danielson
oscar.danielson@yougov.com



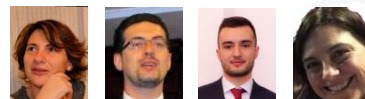
NL: Ilse van Velden and the team
Ilse.van.Velden@yougov.com



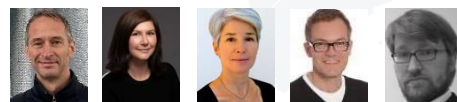
BE: Karel De Ridder and the team
karel.deridder@yougov.com



IT: Valentina Vigano and the team
valentina.vigano@yougov.com



DE: Christoph Beukert and the team
christoph.beukert@yougov.com



AT: Natascha Edelmann, Sonja Holzschuh
natascha.edelmann@yougov.com



Global Account Manager:
Dr. Constance Scheffler
constance.scheffler@yougov.com



PL: Lilianna Rozycka-Szajna, Urszula Bronisz
lilianna.rozycka-szajna@yougov.com



CZ and SK: Veronika Nemethova
Veronika.Nemethova@yougov.com



HU: Albert Szoke
albert.szoke@yougov.com



RO: Romina Ardelean, Alexandra Bock
romina.ardelean@yougov.com



UKR: Marina Zabarilo
marina.zabarilo@yougov.com



BG: Reni Yavriyska
reni.yavriyska@yougov.com



HR: Sanja Dumanic
sanja.dumanic@yougov.com



RS: Predrag Cirovic, Dalibor Minic
predrag.cirovic@yougov.com

