

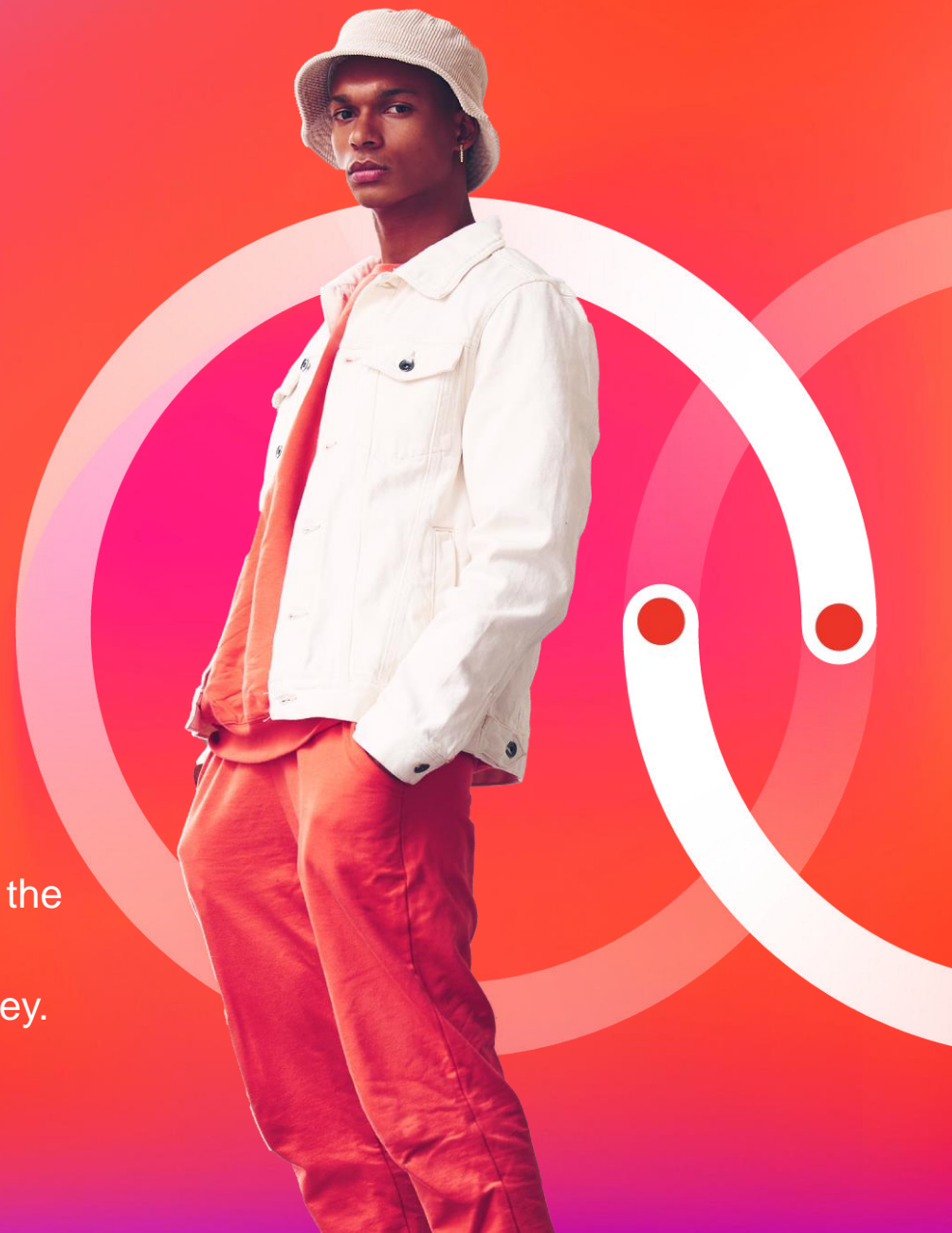


YouGov[®]

Know what the world thinks, wants and buys.

We are defining the future of FMCG & retail market research.

YouGov's acquisition of Consumer Panel Services GfK (CPS) connects what the world thinks, wants and buys by bringing together the best behavioral and attitudinal data to help you understand every single step of the shopper journey.



YouGov and CPS GfK build on and complement each other's strengths.

YouGov®

YouGov is a market leader in consumer opinions, motivations, wants, and media habits, bringing a history of tech innovation and a deep understanding of more than 26 million registered panel members.

YouGov turns living data into business intelligence.



CPS GfK provides deep insights into shopper behavior, with over 60 years of knowledge and experience as a trusted market leader.

CPS GfK answers where, what, when, how much and why people buy.

Unmatched value for our clients & partners



YouGov®

With connected data solutions, expert insights, and market leading analysis, our combined offering creates exceptional value for our clients and partners.



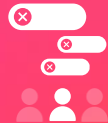
Explore

Get actionable answers from your audience: from syndicated data and in-depth consumer research to quick surveys and polls.



Track

Continuously monitor what the world thinks, across the purchase funnel, including how & where they buy your brands and those of your competitors with daily updates.



Plan

Unlock the most complete view of your audience, category and the consumer trends that matter in this moment, with over a million profiling points.



Grow

Spot emerging trends & opportunities for new products & packaging, know who will want to buy them, & understand how to develop winning launch strategies.



Activate

Supercharge campaigns with precision targeting & unmissable advertising. Drive sales & plan promotions by understanding the exact impact of your pricing.



Know

Access constantly growing FMCG & Retail intelligence that you can trust – from over 18 million shopping trips, 2.1 million SKUs, & 1,500 retailers.

YouGov

GfK launches
Consumer
Panel
in Germany

European
expansion
outside of
Germany

Consumer Panel
Services GfK
is acquired by YouGov



Gain a deeper
understanding
of your audience

Connect opinion and behavior
data. Know what the world thinks,
wants, and buys.

1957

1961

2024



1000
households



16
CPS Countries



Active in
**UK, Europe, the Americas,
Middle East, India, and Asia-Pacific**

