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YouGov acquires CPS GfK, powering a dynamic new way for businesses to understand what the world thinks, wants, and buys

YouGov, a market-leader in consumer opinions, motivations, wants and media habits, has acquired the Consumer Panel Services business of GfK SE (CPS GfK), an established leader in household purchase data in Europe. The deal builds on YouGov's long-term strategy for growth and increases its presence in the FMCG industry.

The acquisition brings together in one place the new standard in behavioural and attitudinal data. The combined offering means YouGov and CPS GfK clients will be able to understand every single step of the shopper journey – from what they buy and where, to why and how they make their purchases.

The deal extends YouGov's offering across the European FMCG and retail sectors. CPS GfK brings panels from 18 European countries delivering data from more than 100,000 households and 18 million shopping trips. YouGov will provide CPS GfK's existing 1,100 clients with access to an ever-growing, constantly updated source of consumer insights as well as always-on audience research from 26 million registered panel members across 55 markets.

YouGov's investment into a carefully planned and considered integration programme will ensure a seamless transition for CPS GfK clients and colleagues and enable both companies to capitalise on each other's strengths from day one. The deal was valued at a headline purchase price of €315 million and accelerates YouGov's long-term strategy to continue investing in technology, products and platforms while expanding its panels and completing acquisitions that grow its geographical and data collection capabilities.

Steve Hatch, CEO, YouGov:

"This is an exciting moment as we welcome CPS GfK and its team of experts to YouGov. It is a significant step in our mission of giving people a voice and helping organisations of all types make better decisions. Together, we are defining the future of market research.

"YouGov and CPS GfK build on and complement each other's strengths and this acquisition solves a significant challenge in the industry. By bringing together CPS GfK's 60 years of experience in delivering the best quality behavioural data and YouGov's market leading attitudinal data in one place, our clients can fully understand what the world thinks, wants, and buys.

"Together, we will invest in and build upon our joint capabilities, enabling us to realise our vision of becoming the leading provider of shopper, marketing and opinion data. This unmatched combination means we will create more value for our clients and our partners than ever before."



Stefan Heremans, President, CPS GfK:

“YouGov’s acquisition of CPS GfK is a game-changing moment for CPS GfK, our clients and the FMCG/Retail sectors across Europe. Together, CPS GfK and YouGov will enable clients to understand every single step of the shopper journey - from what they buy and where, to why and how they make their purchases – across advertising, location, and media.

“For over 60 years, CPS GfK has provided clients with insight into what shoppers buy and why they buy it. As we become part of the YouGov family, our clients can expect the same quality data they have always enjoyed. We are now excited that we will further deepen their relationships with us through YouGov’s exceptional data on consumer opinions, motivations, wants and media habits.

“CPS GfK and YouGov have a lot in common – including our high-quality panels where millions of people share their data with us every hour of every day and our industry-leading data which provide clients with certainty. We look forward to investment in our platforms, products and panellists, to give our clients the most comprehensive view of the consumer journey across the region. We’re excited for this new chapter in our long history that creates more value for people and for businesses around the world.”

– Ends –

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About YouGov

YouGov is an international online research data and analytics technology group headquartered in London and with 1,800 staff located in 37 offices around the world.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world’s most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world’s largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 26 million registered individuals to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com