



FMI Associate Member Search Results

This search was performed on 05/02/2024 at 09:41 AM

If you find information that needs to be updated, please email membership@fmi.org.

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Nielsen Catalina Solutions

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Parent Company: NielsenIQ

NielsenIQ

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Website: <https://nielseniq.com>
<https://nielseniq.com/global/en/>

Email: meg.major@nielseniq.com

Products / Services: Consulting Services; Research; Technology Services

Company Description: NielsenIQ (NIQ) is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers The Full View.

NIQ is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world's population.

Primary Contact: Ms. Meg Major
Director of Industry Relations

Brands: NielsenIQ
GfK
Byzzer
BASES

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