



PRESS RELEASE

Ipsos Ranks as the No. 1 Most Innovative Insights & Analytics Company in the World in 2023 GRIT Top 50 Suppliers List

New York, October 11, 2023 – [Ipsos](#), one of the largest market research companies in the world, was today named as the No. 1 Most Innovative Supplier in the [2023 GRIT Business & Innovation Report](#), Greenbook's annual ranking of the world's most influential insights and analytics providers.

"Innovation isn't just a matter of brand awareness and differentiation. It's a catalyst for the transformative work that Ipsos does around the world," said Lorenzo Larini, CEO of Ipsos North America. "I'm proud that we continue to be recognized for the fundamental role that client-centric innovation takes at Ipsos – and it is especially critical as we enter a phase of unprecedented AI-enabled innovation, and we look to create impactful solutions to help clients thrive during this transformation."

Widely regarded as a benchmark for excellence in insights and analytics, the GRIT Top 50 Most Innovative Suppliers list is derived from a global survey of insights professionals, clients, and suppliers.

That Ipsos took the top spot – ranking with a substantially higher number of mentions as "Most Innovative" against 49 other finalists in a total field of 1,380 companies – is a testament to its industrywide reputation for cutting-edge and client-centric insights and analytics solutions and expertise.

As stated in the 2023 GRIT Business & Innovation Report: "Unsurprisingly, industry giants [like] Ipsos [...] continue to hold the largest share of brand awareness related to innovation. With their reach, resources, and reputations they continue to be the ones to beat in terms of mind share in the industry."

"[These] firms have continually rolled out new products and services that support their brand perception as innovative, demonstrating that although awareness is a factor in the rankings, it must also be backed up with substance."

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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