



PRESS RELEASE

Ipsos again named as the world's No. 1 Most Innovative Insights & Analytics Company in 2024 GRIT Top 50 Suppliers list

New York, NY, October 30, 2024 —Ipsos, one of the largest market research and polling companies globally, was today named as the No. 1 Most Innovative Supplier in the [2024 GRIT Business & Innovation Report](#), Greenbook's annual ranking of the world's most influential insights and analytics providers.

"In a world defined by constant change and unprecedented opportunities, decision-makers need innovative ways to find answers they can trust," said Mary Ann Packo, CEO, Ipsos North America. "Ipsos combines the transformative power of AI and other game-changing technologies with the industry's best and most creative minds to help clients understand their customers, leverage their strengths, refine their business strategies, and grow."

Each year, the GRIT Top 50 Most Innovative Suppliers list draws upon a global survey of insights professionals, clients, and suppliers to determine the world's leading market research and analytics companies.

Of the 945 companies under consideration and 50 finalists, Ipsos was most frequently cited as "Most Innovative" — with nearly twice as many mentions as the next runner-up — demonstrating Ipsos' reputation as a leader among clients and competitors alike.

Ipsos' win reflects a decades-long reputation for leading-edge research and rigor. But it also attests to the success of new proprietary solutions, including agile on-demand DIY offers like [Ipsos.Digital](#) and a trailblazing AI toolkit [backed by the innovative and secure Ipsos Facto platform](#).

As [the 2024 GRIT Business & Innovation Report stated](#): "Notably, these firms consistently launch new products and services that enhance their innovative image, illustrating that brand awareness must be complemented by tangible offerings," the report said of Ipsos and the runners-up. "With substantial resources, extensive reach, and strong reputations, they continue to set the benchmark for competitors within the industry."

For further information, please contact:

Christopher Good
Communications Associate
christopher.good@ipsos.com





PRESS RELEASE

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00