

Ipsos Global Influentials 2025: Early Adopters Driving Market Trends

80% of the Global Influentials (APAC 78%) consistently influence decisions across 20 categories of products and services.

[Ipsos](#), one of the world's leading market research companies, has announced the launch of its **expanded 2025 Ipsos Global Influentials (IGI) survey**. This new wave provides media owners, media agencies, and brands with the most comprehensive look yet at the cross-media consumption, brand preferences, and attitudes of the top 20% of household incomes and company leaders. This group represents the "early adopters driving market trends". The continuous, year-round study, which includes over 140,000 interviews, maps the behaviours of the people who disproportionately shape public opinion and purchase decisions.

Unlocking New Markets and Deeper Customisation

The 2025 IGI study is significantly expanded to provide a richer, more actionable dataset for media planning and brand strategy:

- **Latin American Expansion:** The survey now includes comprehensive data from **Argentina, Brazil, and Mexico**, bringing the total markets covered to 43. This provides a critical lens into influential consumers shaping this fast-growing region.
- **Dynamic Customisation:** Enhanced recontact survey options allow clients to integrate their own custom questions and analyse responses against IGI's vast existing datasets.
- **Sector-Specific Intelligence:** New barometers offer deep-dive insights into high-growth sectors, including **finance and AI**.

Portrait of the Global Influentials: The Audience That Drives the Market

IGI survey reveals an audience that is disproportionately powerful in shaping market trends. These individuals aren't just consumers; they are **market multipliers**.

- **They are Trendsetters:** 68% of Global Influentials (APAC 68%) are **early adopters** of new products, and 47% (APAC 44%) like to stand out from others.
- **They are Influencers:** 80% (APAC 78%) actively **influence the decisions of others** across 20 different product and service categories.
- **They are Bold and Global:** This group is forward-thinking, with 58% (APAC 52%) considering themselves "global citizens" and 47% (APAC 49%) identifying as **risk-takers**.

Why IGI is the Essential Tool for Growth

Covering over 1,500 product brands and 800 media brands, IGI is the indispensable tool for:

- **Media Owners:** To demonstrate the premium value of their audience to brands and secure premium advertising revenue.
- **Media Agencies:** To build efficient, high-impact, cross-media strategies that reach this elusive and valuable audience.
- **Brands:** To understand the attitudes and behaviours of their most valuable people, anticipate market shifts, and drive innovation.



PRESS RELEASE

Daniel Wong-Chi-Man, Global Service Line Leader, Audience Measurement, **at Ipsos**, commented: "In today's fragmented media landscape, shouting louder isn't the answer. The key is talking to the right people. The 2025 IGI survey is the definitive guide to the people who influence business and personal lives. For brands, it's a direct line to their most valuable customers. For agencies, it's the map for high-precision, cross-media planning. And for media owners, it's the proof that their audience truly *matters*. IGI doesn't just show what these influential people think; it shows how to reach them before the competition does."

Technical Note

Fieldwork for IGI is continuous, conducted year-round.

The 2025 survey's scope includes over 140,000 interviews and covers markets in Argentina, Australia, Bahrain, Belgium, Brazil, Cameroon, Canada, China, Côte d'Ivoire, Czech Republic, Egypt, France, Germany, Ghana, Great Britain, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Kuwait, Malaysia, Mexico, Morocco, Netherlands, Nigeria, Philippines, Poland, Portugal, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, and the United States.

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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, and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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