



PRESS RELEASE

Ipsos launches AI-native product testing platform

Speed meets science with Ipsos' new platform, Product Studio

Paris, May 28, 2026 – Ipsos, one of the world's leading market research companies, announces the launch of [Product Studio](#) – a platform where AI speed, scientific rigor, and deep human insights converge to usher in a new era of product testing.

In today's rapidly changing landscape, speed matters – but excellence is what makes a product succeed. Product Studio delivers both: faster insights *and* extensive customization to help companies **accelerate their time to market with products built to win**.

Co-created with world-leading consumer goods manufacturers, Product Studio does not only accelerate product testing – it augments it.

The platform enables Marketing and Technical Insights teams to make faster decisions, with their product performance available in hours after fieldwork, not weeks – benefiting from **35% faster timelines** and **flexible customization** with their manufacturer's testing protocols and Ipsos' proven methods.

"The context in which consumers engage with products has fundamentally changed – product testing must evolve with it," says Dr. Nikolai Reynolds, Ipsos Global Head of Product Testing, *"Product Studio ensures businesses aren't just catching up – they're leading."*

As an AI-native platform, Product Studio introduces a new class of features:

- **Early insights dashboard** to supercharge cross-functional decision-making
- **Synthetic data augmentation**, on demand, to dramatically accelerate product development, while maintaining scientific validity
- **Next-generation discrimination techniques** that uncover deeper nuances in how consumers experience and compare products
- **Dynamic meta-analyses** to track shifts across markets, demographics, and time

Product Studio integrates seamlessly with Ipsos' world-leading product testing practice – leveraging **consumer videos**, **observational methodologies**, **multimodal AI**, **AI agents**, and **smart labelling technology** to capture authentic product usage at speed and scale.

Ipsos tests 10,000+ products annually in 90+ markets, with access to 5.5+ million respondents globally. Product Studio is now available in 11 markets, including Australia, Brazil, Canada, France, Germany, Japan, Mexico, the Netherlands, New Zealand, the United Kingdom, and the United States, with continuous feature updates and significant global expansion anticipated later this year.

For demos and enquiries, please visit studio.ipsos.com or contact [Dr. Nikolai Reynolds](#), Ipsos Global Head of Product Testing.



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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).

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