



NIQ is a leading consumer intelligence company, delivering the most complete and clear understanding of consumer buying behavior that reveals new pathways to growth. 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™.

## KEY METRICS

<b>\$7.2T</b>	<b>85%</b>	<b>3.1T</b>	<b>~23K</b>
GLOBAL SPEND COVERED	WORLD POPULATION COVERED	TRANSACTIONS PROCESSED WEEKLY*	TOTAL CLIENTS INCLUDING ~50% OF FORTUNE 500
<b>90+</b>	<b>220M</b>	<b>6,400</b>	<b>5.5M</b>
COUNTRIES	UNIQUE PRODUCTS CATALOGED	COOPERATING RETAILERS	CONSUMER PANELISTS

## ABOUT NIQ

A global leader in consumer intelligence, operating at the nexus of brands, retailers, and consumers

**GLOBAL FOOTPRINT:** Headquartered in Chicago, Illinois, NIQ operates in over 90 countries across North America, Latin America, Asia Pacific, Europe, Africa, and the Middle East.

**WORKFORCE:** NIQ employs more than 38,000 people worldwide—including over 4,400 technology, AI, and data science professionals—to deliver market leading consumer intelligence to over 23,000 global clients.

**HISTORY:** NIQ pioneered concepts in consumer intelligence that invented today’s industry. Major milestones include:

- 1923: Founded as “A.C. Nielsen Company”
- 1935: Developed concept of market share
- 1963: Debuted mass sales measurement
- 1977: Pioneered UPCs and barcode scanning
- 2021: Spun off from Nielsen
- 2023: Combined with GfK

**SOLUTIONS:** From market measurement to growth strategy activation, NIQ clients leverage NIQ’s robust data and analytics solutions to identify their next big move.

## EXECUTIVE LEADERSHIP



**Jim Peck**  
Executive Chairman  
and Chief Executive  
Officer



**Mike Burwell**  
Chief Financial  
Officer



**Curtis Miller**  
Chief Strategy Officer



**Tracey Massey**  
Chief Operating  
Officer



**Mohit Kapoor**  
Chief Technology  
Officer



**Shaun Zitting**  
Chief Human  
Resources Officer



**John Blenke**  
Chief Legal Officer

\*in December 2024