

Our people. Our values.



Change
Teamwork
Knowledge
Leading edge
SMART
Global network
Motivation
Clever
Assets
Inspiration
Lean
We constantly surprise our clients with the quality of our work.
Opportunities
Creativity
Security
Trust
Transparency
Respect
Loyalty
Honesty
Recognition
Compliance
Privacy
Innovation
Customer focus
Growth
Global focus
Commitment
Collaboration
Success
Service
RELEVANT
Everything we do reflects our customer focus and commitment.
Unique data
Quality
Integrity
Empowerment
Feeling as one
Powered by
PASSION

GfK. Growth from Knowledge

We turn reseach into smart business decisions.



INNOVATION

Delivering smart data through innovation



EXPERTISE

Passion, creativity and expertise at service for our clients



WINNING STRATEGIES

Understanding market dynamics and consumer behaviors to enable clients to create winning strategies



TRUST

Active protectors of consumer privacy with longstanding customer relationships



GfK makes **research matter** by delivering the future. In a digitized world, we are the trusted source of relevant market and consumer information that empowers our clients to make smarter decisions.

As thought leaders in our industry, we have a deep understanding of consumer experiences and choices.

We are 13,000 passionate experts with more than 80 years of data science experience and German heritage. We deliver globally with vital insights into local markets in 100 countries.

We turn research into business opportunities.

Through innovative systems and partnerships, we integrate on- and offline data to support Growth from Knowledge. Our goal is simple: Enable our clients to create winning strategies to enrich consumers' lives.