



Retail Partner Program

What does the Partner Program have to offer?



Growth
from
Knowledge

Join GfK's Data Partner Program

If you want to measure the health of your business and take evidence-based decisions then it's time to act!

We enable you to turn research into smart business decisions

Today's markets are competitive and dynamic. With constant disruption to the norm, your own data is vital in evaluating and managing your performance—but it's just one part of the picture.

By sharing your sales data with us, you will receive access to market data from some of the world's biggest sales panels.

With a history dating back to 1934, 130,000 partners, 10 million+ SKUs and \$1.16 Trillion sales monitored, GfK's Data Partnership Program is the trusted source for comprehensive, unbiased market-level analysis and consumer insight.

Only a 360-degree view can answer the key business questions that will enable you to succeed, such as:

- What is my market position?
- Am I selling the right brands for my target consumer?
- Is my pricing optimized in the categories and channels I sell through?
- Is my product assortment positioned to deliver the greatest return?
- Will future demand for my products grow or decline?

Sharing your data delivers significant benefits

Deliver additional revenue streams

Our Key Account Data program can enable increased collaboration with industry partners and revenue generation

Context for trading statements and investor relations

Our unbiased and trusted data currency gives weight to public statements and can support investor queries

With GfK, your data is in safe hands

Regardless of your business type, size and geographical reach, your data will always be anonymized and protected by the most rigorous standards.

Supporting a range of business units in your organization

One of the benefits of partnership is that intelligence can be leveraged by as few or as many team members as appropriate.

Become a data partner with GfK

Register your interest and one of our team will be in touch with you directly.

[APPLY NOW](#)



About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".

www.gfk.com

GfK. Growth from Knowledge