For the last 100 years, NIQ has been the driving force behind consumer intelligence.

See how we've moved measurement forward for industries and economies across the globe.

Arthur C. Nielsen, Sr.

1923

Engineer Arthur C. Nielsen borrows $45,000 to start a business that will test the performance of industrial manufacturing machines. This business would become NielsenIQ.

August 24, 1923

The A.C. Nielsen Company is incorporated in Chicago, Illinois.

1927

A.C. Nielsen conducts its first Market Survey on behalf of a leading steel producer.

1931

A leading pharmaceutical company hires NIQ to collect sales volume and product assortment data from drug stores in New York City.



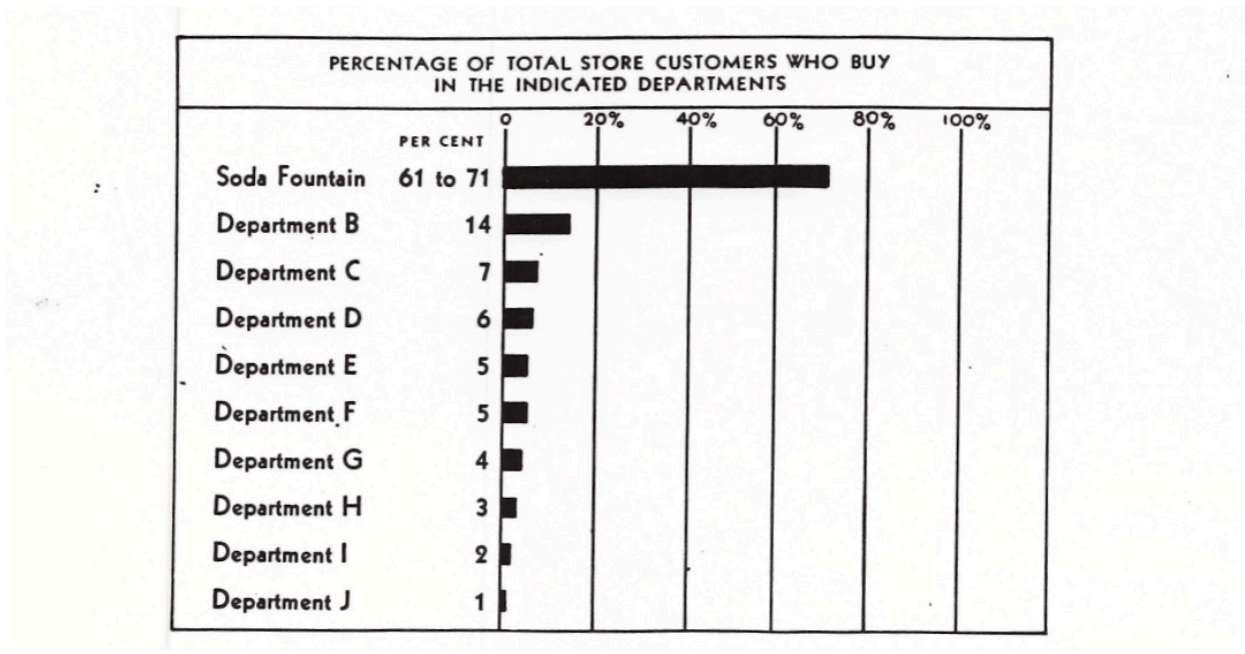
Retail data, 1931

1931

Consumer sales measurement expands to soda fountains.

1933

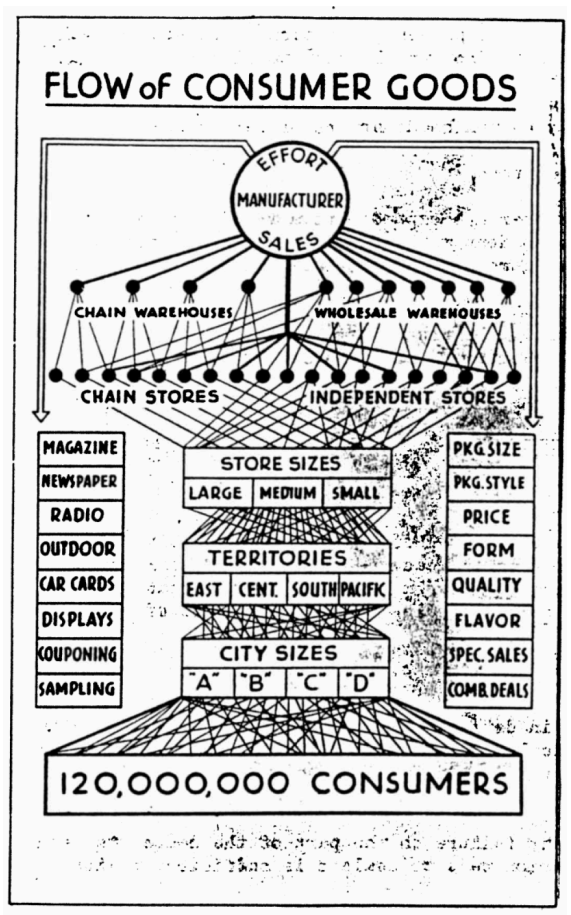
NIQ becomes—officially and exclusively—a consumer intelligence provider during the Great Depression.



Retail data, 1931

1934

Food and department store sales indexes debut.



1934

A Client Service department is formed to help customers maximize the value of consumer data.

1935

Arthur C. Nielsen coins the concept of Market Share when explaining sales patterns.

Store audit, 1936

1936 – 1938

Retail coverage expands to general stores and liquor stores.

1939

First international office opens in Oxford, UK.

Integrity has been central to our business from our founding. The Nielsen Code, 1928.

1944

NIQ expands to Canada.

1947-48

Consumer and Pharmaceutical indexes launch.

NIQ's charting department creating early data visualization

1948

NIQ expands to Australia.

1948

Art Nielsen Jr. champions the company's investment in Univac 1, the first commercial computer to attract widespread public attention.

AC Nielsen's Bill Swigart with the UNIVAC II, 1954

1952-54

NIQ expands to Germany, the Netherlands, Belgium, and New Zealand.

1955

NIQ expands to Ireland and establishes European operations in Switzerland.

Store audit, 1936

1956

Fond du Lac, Wisconsin becomes home to NIQ's first branch operations facility.

1957

Arthur Nielsen Jr. becomes company President.

Art Nielsen, Jr. receives the keys to the company from his father, 1957

1957

NIQ establishes a coupon clearing house in the U.S., streamlining couponing for manufacturers and retailers.

1957

NIQ expands to Sweden.

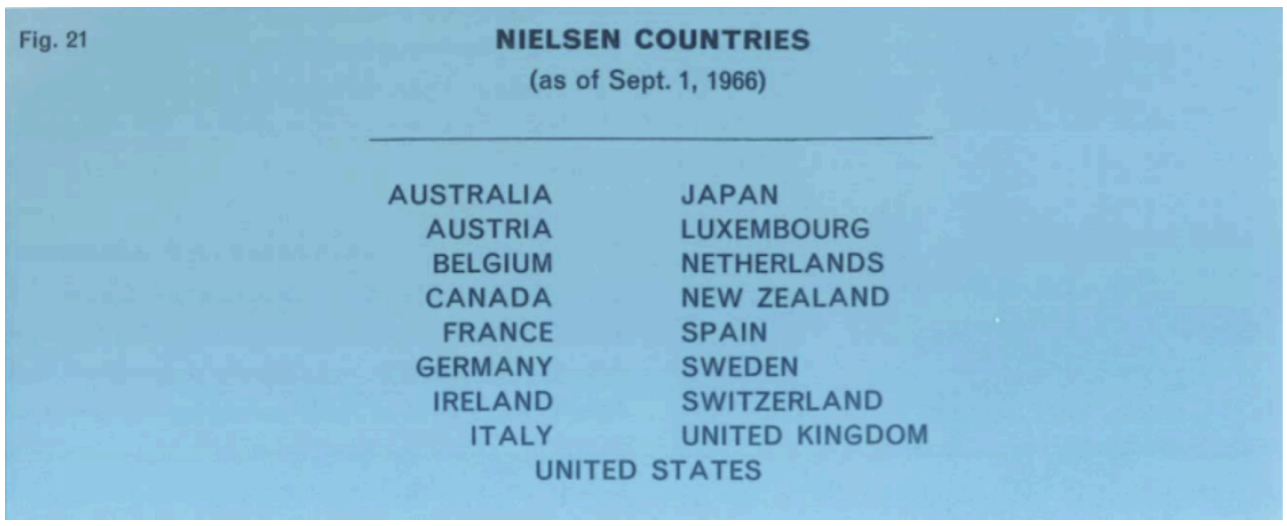
Coupon clearing house paves the way for modern Retail Media

1958

Company stock is publicly offered

1958

NIQ launches a new product innovation service as manufacturers broaden product lines.



1959 – 1963

NIQ expands to France, Japan, Luxembourg, Austria, and Italy.

NIQ training in the 1960s

1963

Arthur C. Nielsen Sr. receives the Parlin Memorial Award for his outstanding contributions to the field of marketing research.

1973

Global headquarters opens at Nielsen Plaza in Northbrook, Illinois.

Junior and Senior break ground on Nielsen plaza in Northbrook, Illinois

1974

NIQ scans its first barcoded product, a pack of gum.

1977

NIQ pioneers scanning of retail store universal product codes (UPCs) in the U.S.

1980

NIQ launches its first consumer panel, Scantrack.

1984

The Dun & Bradstreet Corporation acquires Nielsen.

Client service established in 1935 to help customers maximize value from our data.

1982

NIQ introduces technology for consumers to transmit purchase data via household phone lines.

1988

Cash slip methodology expands coverage to discount supermarkets.



A Panelist's Handheld Scanner and Membership Mug

1988

NIQ introduces hand-held scanners for panelists to record UPC-coded purchases.

1988

Shelf space and display management solution launches.

1993

NIQ becomes the first to offer scanning-based information from warehouse clubs in the U.S.



Company retreat at the University of Wisconsin-Madison, 1994

1994

Consumer Panel launches in Western Europe.

1994

NIQ acquires SRG, the market research leader in Asia.



Former CEO Susan Whiting with Art Nielsen, Jr.

1994

NIQ establishes joint venture with Amer World Research in Eastern Europe, North Africa and the Middle East, expanding global footprint to 76 countries.

1994

The U.S. Hispanic Consumer Panel launches, in addition to 15 global panel markets.

Art Nielsen, Jr. visits an office in 2002.

2017

NIQ unveils the FMCG industry's first truly open, cloud-based and highly scalable technology platform

2021

Advent International acquires NielsenIQ and Jim Peck is named CEO.

Jim Peck

2021

NIQ acquires new product attribute data capabilities and the largest product metadata platform globally.

2021

NIQ launches NielsenIQ University, a 12-week undergraduate training program designed to develop the next generation of diverse data analytics, insights, and business intelligence leaders.

NIQ University Class of 2022

2021

NIQ acquires a world-class revenue growth management platform.

2021

NIQ sets the pace for omnichannel measurement with three key acquisitions that drive significant value to NielsenIQ's e-commerce and omnichannel measurement solutions

2022

NIQ acquires and launches NIQ Activate, a collaborative platform powering retailers and brands to go from data to insights to activation

2022

NIQ announces a strategic investment in Fetch Rewards to further consumer-sourced measurement

2022

NIQ acquires market-leading on-premise BevAl measurement capabilities

NIQ combines with GfK, 2023

2023

NIQ and GfK complete our combination, creating the world's preeminent consumer intelligence company.

Follow along with us for the next 100

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