GFK RETAIL AND TECHNOLOGY AUSTRALIA

Suresnes (92150), France

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GfK Retail and Technology is the world's no.1 in the tracking and analysis of technical and technological assets.

GfK Retail and Technology, a division of the GfK Group, which is present in more than 100 countries around the world, offers distributor panels on more than 370 product families. In France, nearly 28,000 stores, from more than 43 different distribution channels, participate in these real-world measures every week, every month.

Our areas of activity are particularly important in the analysis of sales of technology products, including computer science, communications, office, consumer electronics, media, mobile, as well as content sales (software, books, videos and music), including content of music.

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Company's information

Year of foundation : 1982
Company size : PME < à 250 personnes

Target audience

All sectors

Target audience

All sizes companies

Prestations

Database
Panelist

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