

Know today, Power tomorrow

INTAGE GROUP REPORT 2023

The future we envisage





Who we are

Leveraging a leading understanding of consumers to solve customer business issues and help enrich society

Panel surveys, a core product of the INTAGE Group, involve combining carefully designed data provided by consumers, retail outlets and elsewhere with product masters, and providing data that is continually indexed through data analysis and our handling capabilities as a system. This data is used as the industry standard, chiefly among manufacturers of consumer goods. The INTAGE Group also supports the marketing activities of companies across a wide range of industries including consumer goods manufacturers and pharmaceutical companies through the provision of various research and insight informed by the wealth of data the Group maintains.

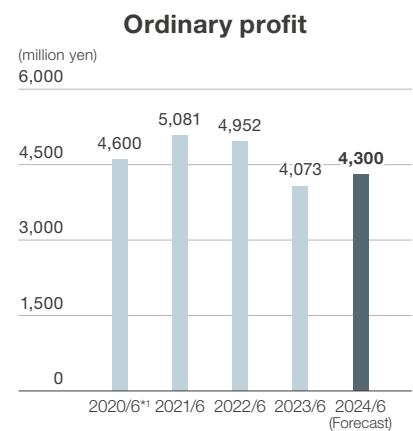
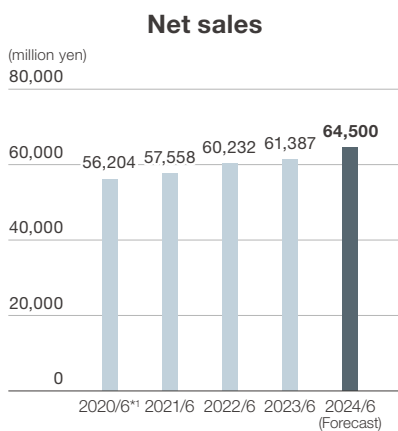
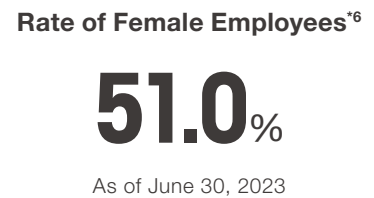
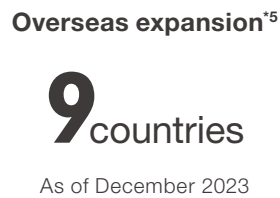
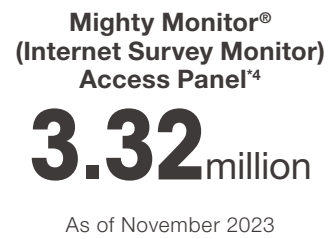
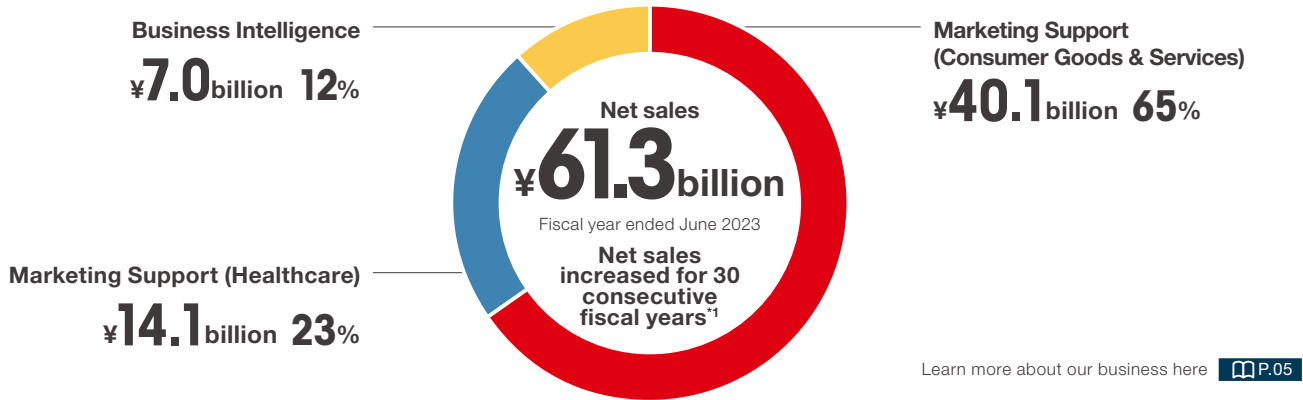
Along with the rising importance of utilizing the vast troves of data generated by recent advances in digitalization, there is a growing need in business sectors to understand consumers. In an aging society and increasingly diverse environment, understanding changes in consumers is paramount. We see this as our traditional area of expertise, and embrace these environmental changes as opportunities.

Deploying the outstanding ability to understand and handle data related to retail and healthcare consumers it has honed over the years, the INTAGE Group is committed to working closely with corporate customers in their marketing efforts, helping to shape a society that delivers happiness for consumers.





At a Glance



^{*1} In the fiscal year ended June 2020, due to the irregular 15-month accounting period due to a change to the fiscal year, for the period from April 2019 to March 2020 net sales of ¥56,204 million, operating profit of ¥4,554 million and ordinary profit of ¥4,600 million are used.
^{*2} Number of companies posting sales in the fiscal year ended June 2023 (excluding clients of KYOWA KIKAKU LTD., Buildsystem Co., Ltd., NSK Co., Ltd., Research and Innovation Co., Ltd., and overseas Group companies)
^{*3} Number of customers with annual (routine) contracts for panel surveys (SRI+[®] / SCI[®]) provided by INTAGE Inc. and INTAGE Healthcare Inc.
^{*4} Number of monitors that participated in research or updated their profile data within the last year
^{*5} Sites operated in China, South Korea, Thailand, Vietnam, India, Singapore, Indonesia, the Philippines and the United States.
^{*6} Percentage of employees who are women at domestic consolidated subsidiaries