Kantar, the world’s leading marketing data and analytics company.

**Boilerplate**

Kantar is the world’s leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients **understand people** and**inspire growth**.