



PRESS RELEASE

Ipsos strengthens its expertise in Germany with the acquisition of InMoment's Healthcare division

Paris, 7 July 2025 - [Ipsos](#), one of the world's leading market research companies, announces the acquisition of InMoment's Healthcare division in Germany, enabling to bolster its expertise in this sector and generate further growth opportunities in the country.

Ben Page, CEO of Ipsos, stated: *"We are pleased to welcome the experienced InMoment German Healthcare team to Ipsos, adding a new competence center for the Group's Healthcare Service Line in Hamburg, complementing existing locations in Nuremberg, Munich and Frankfurt"*

This acquisition will provide added value for Ipsos' local and global clients in the pharmaceutical and MedTech sectors, who will benefit from a broader range of therapeutic area expertise and a more comprehensive methodological portfolio.

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

