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Shopper intelligence meets lifeworld research: YouGov CP Germany GmbH cooperates with SINUS-Institut

For the first time, the Sinus-Milieus® social model will be integrated into the solutions of YouGov Shopper Intelligence, formerly Consumer Panel Services (part of the GfK Group until 2023).

YouGov CP Germany GmbH announced a strategic cooperation with the renowned SINUS-Institut today. From February 2025, the [Sinus-Milieus social model](#) will be integrated into the panels of [YouGov Shopper Intelligence](#) (formerly Consumer Panel Services and part of the GfK Group until 2023) in order to enable a precise and differentiated analysis of consumer behaviour. Specifically, the integration currently includes the following panels: DE YouGov FMCG Household and Individual Panel, Mobility and Move, Total Shopper and Media & Entertainment.

Sinus-Milieus® meet data-based consumer research

The integration of Sinus-Milieus into the YouGov Shopper Intelligence platform enables an in-depth, empirical analysis of purchasing and usage behaviour in a wide range of areas within specific social milieus. This makes it possible to harmonise consumer behaviour, attitudes and values with economic factors and social developments. Sinus-Milieus categorise the German population into ten "groups of like-minded people" based on their values, lifestyles and social situation. The model developed by SINUS-Institut has been helping companies for over 40 years to understand the social and cultural backgrounds of their strategic target groups and to develop targeted product and communication strategies.

Dr Robert Kecskes, Insights Director at YouGov Shopper Intelligence, comments: "Companies are facing huge socio-economic challenges, especially in these times of transition from an industrial to a cultural society. The findings on actual purchasing behaviour in the Sinus-Milieus enable industry and retail to better understand the change and respond to the needs of consumers in a targeted manner. This gives them valuable tools for strategic alignment."

"The symbiosis of our Sinus-Milieus and the comprehensive data science capabilities of YouGov Shopper Intelligence enables us to offer our customers even deeper insights into consumer dynamics and behaviour. In the new cooperation with YouGov Shopper Intelligence, we can now combine objectively measured behavioural data with Sinus-Milieus," adds **Jan Hecht**, Director Research & Consulting at SINUS-Institut. "These insights are essential to meet the challenges of a constantly changing society and make it easier for our customers to make evidence-based decisions."

Joint workshops for target group-specific communication strategies

In addition to providing data, YouGov Shopper Intelligence and SINUS-Institut are planning joint customer workshops that will delve deeper into the interplay between consumer behaviour, attitudes, values and economic opportunities. The aim is to develop tailor-made communication strategies for the relevant social milieus and thus optimise the approach to the target groups. "The collaboration with SINUS-Institut is an important step towards providing our customers with comprehensive insights

and recommendations for action. We look forward to developing innovative solutions that are tailored to the complex needs of the market as part of this cooperation," emphasises Kecskes.

Valuable insights for a changing market landscape

Today's complex market landscape is characterised by rapid technological change, demographic shifts and growing competition. Against this backdrop, the ability to gain well-founded consumer insights is crucial for the success of companies. By combining the differentiated data models of YouGov Shopper Intelligence with SINUS-Institut's in-depth knowledge of social milieus, companies are able to adapt their marketing strategies in a targeted manner. In addition, changing consumer preferences can be recognised at an early stage, communication strategies can be optimised and well-founded and tailored decisions can be made in a dynamic market environment.

About SINUS-Institut

SINUS Markt- und Sozialforschung GmbH, with offices in Heidelberg and Berlin, has specialised in psychological and social science research and consulting for over 40 years. The institute develops strategies for companies and institutions that utilise socio-cultural change as a success factor.

A key tool for this is [Sinus-Milieus](#) - a social and target group model that categorises people into "groups of like-minded people" according to their lifeworlds. The Sinus-Milieus have been one of the best-known and most influential segmentation approaches for decades and are now available for over 50 countries.

SINUS co-operates closely with its sister companies INTEGRAL Markt- und Meinungsforschung in Vienna and OPINION Market Research & Consulting, Nuremberg (INTEGRAL-SINUS-OPINION Group).

Further information about SINUS-Institut can be found at www.sinus-institut.de.

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About YouGov

YouGov is an international online market research and analytics technology company with the aim of providing comprehensive insights into how the world really thinks and acts.

With offices in the UK, North and South America, Europe, the Middle East, India and Asia Pacific, we have one of the largest market research networks in the world.

Above all, however, YouGov is guided by reality. Behind this is an unrivalled panel of millions of registered members in 55 countries, representing some 18 million shopping trips and millions of interlinked data points. Our unique approach to recruiting and nurturing our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decisions and a competitive advantage for our clients.

As innovators and pioneers of online market research, we have an excellent reputation as a reliable source of accurate data and insights. Proof of this is that media worldwide regularly refer to YouGov data, and we consistently rank among the most quoted market research organisations in the world.

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Further information can be found at www.business.yougov.com/de

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