TNS Worldpanel Rebranded As Kantar Worldpanel

Contributed by Kantar
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From 25 January 2010 TNS Worldpanel will rebrand as Kantar Worldpanel. Â

This move follows TNSâ€™ acquisition by WPP in 2008.Â Kantar is WPPâ€™s global provider of market insights so bringing Worldpanel into the Kantar fold is a natural step forward.

Kantar Worldpanel remains the UKâ€™s leading provider of continuous consumer panel data and there will be with no change to Worldpanelâ€™s product, service, employees or clients as a result of the rebrand. Â

The rebranding aims to give Worldpanel a fresh image that fits with the wider Kantar group, but the industry-leading panel sizes and methodologies we use will remain exactly as in the past, as will the quality of the insights that we provide. Â

There will be no change to the methodology used to produce the monthly Supermarket Share data and you will be able to seamlessly compare TNS Worldpanel data with Kantar Worldpanel data to provide robust, trended year-on-year figures.

25 January 2010