

Panel Book

2025



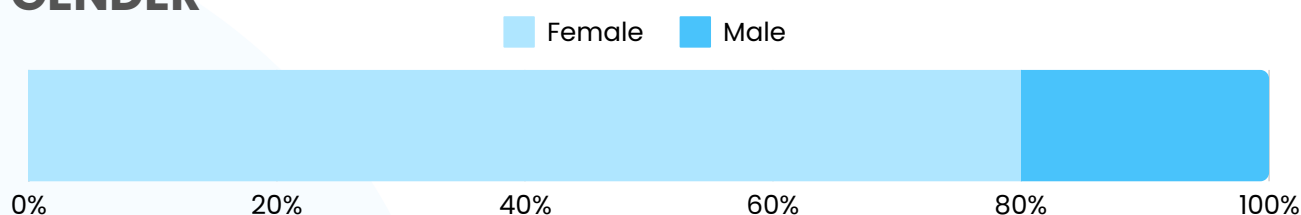
France

PANEL SIZE

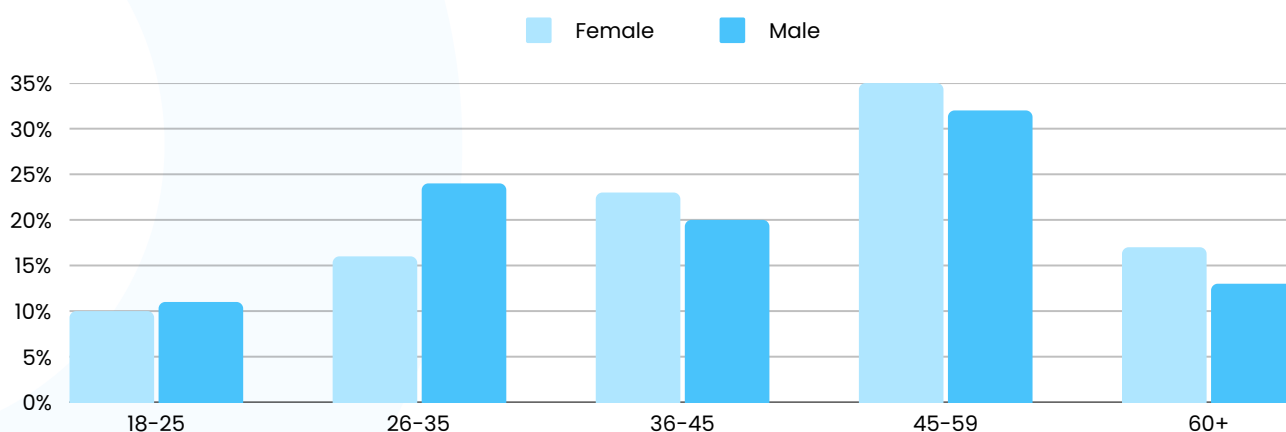
60,000

- SYRES Proprietary panel.
- Dedicated customer panel for instrumental and specific measurement studies.
- Panel available for on-site testing: 10,000.

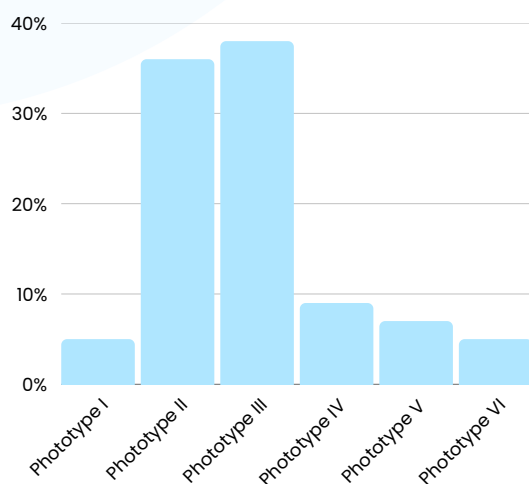
GENDER



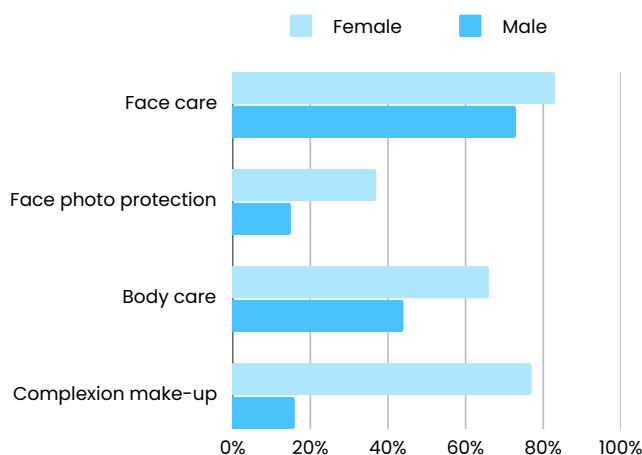
AGE



PHOTOTYPE (FEMALE)



DAILY USED PRODUCTS



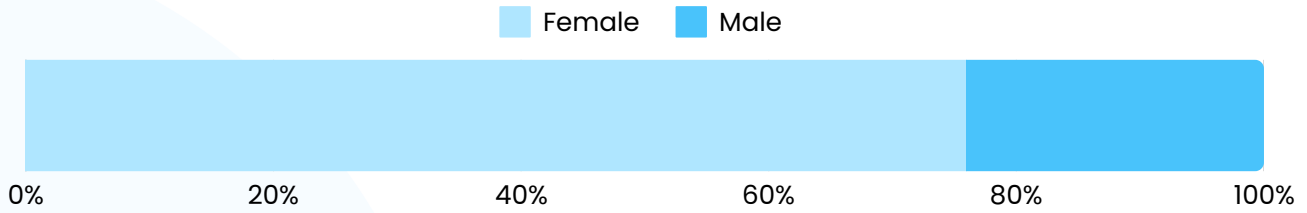
Singapore

PANEL SIZE

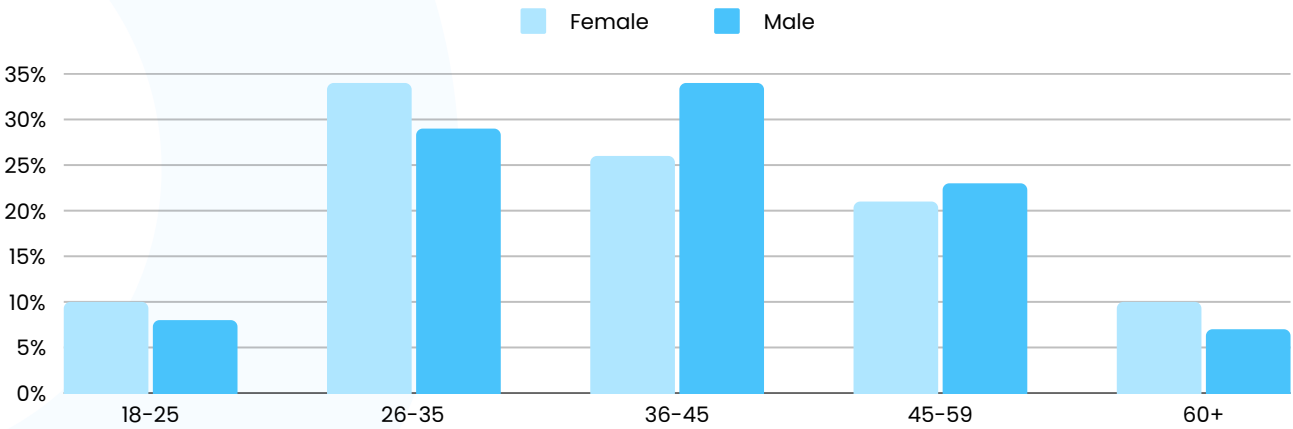
7,000

- SYRES Proprietary panel.

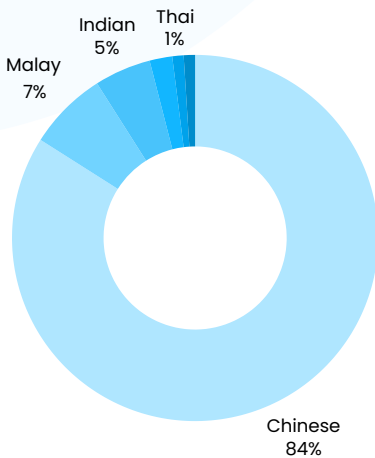
GENDER



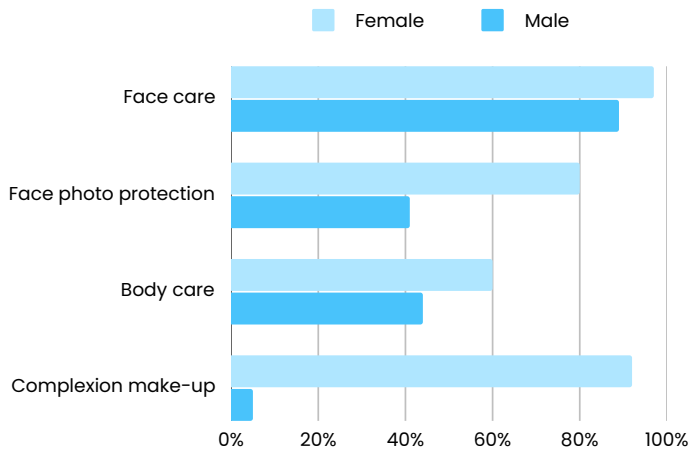
AGE



ETHNIC MIX



DAILY USED PRODUCTS



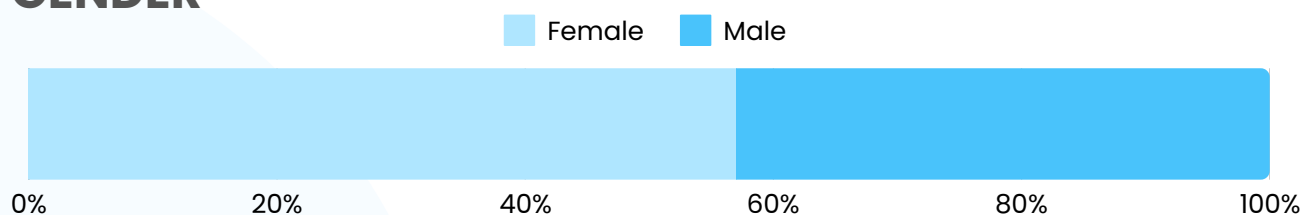
China

PANEL SIZE

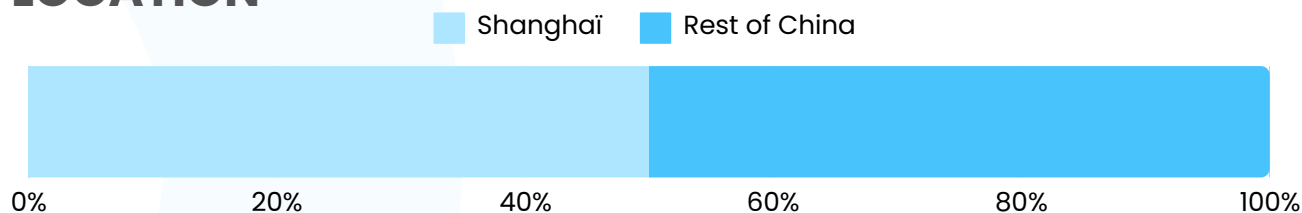
500,000

- Field partner's panel.
- Panel available for on-site testing: 250,000.

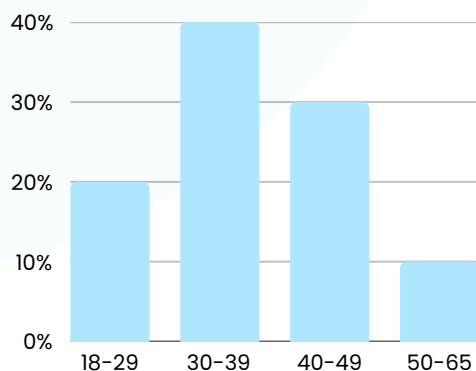
GENDER



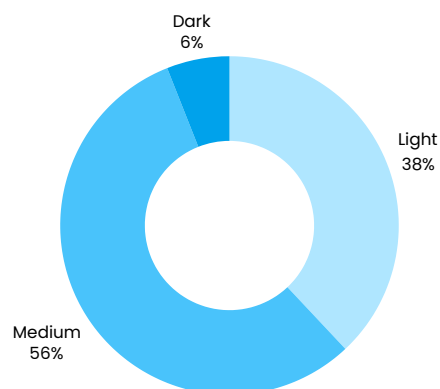
LOCATION



AGE



SKIN TONE



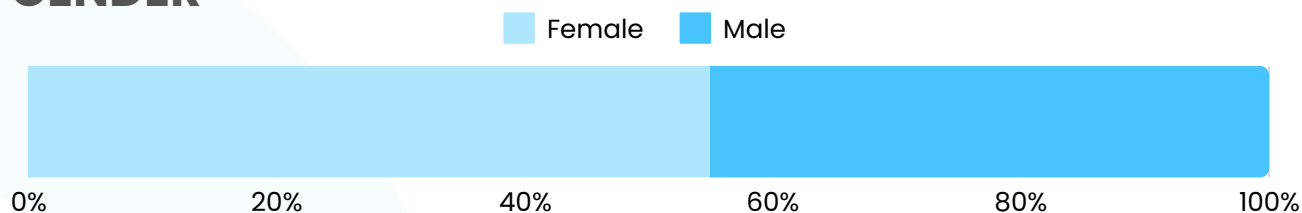
Japan

PANEL SIZE

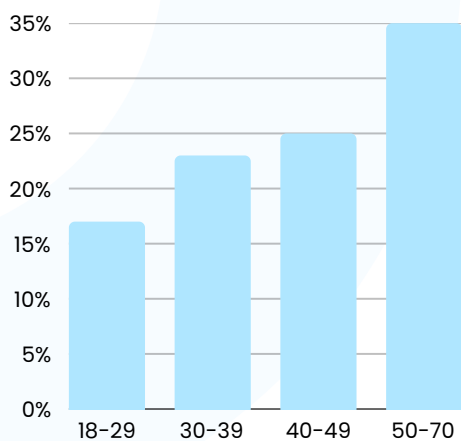
2,000,000

- Field partner's panel.
- Panel available for on-site testing: 200,000.

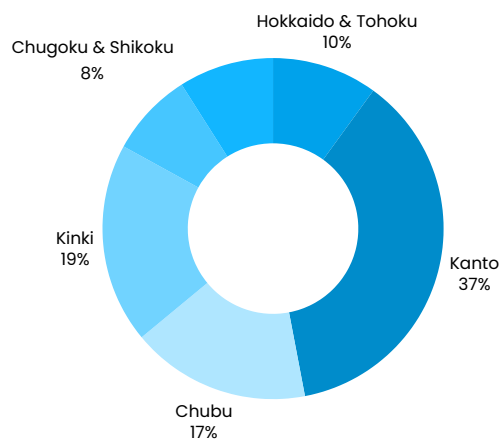
GENDER



AGE



LOCATION

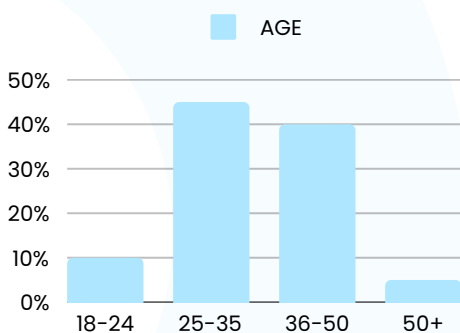
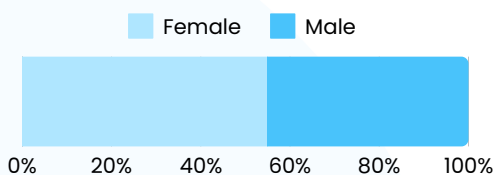


ASEAN

- Field partner's panels.

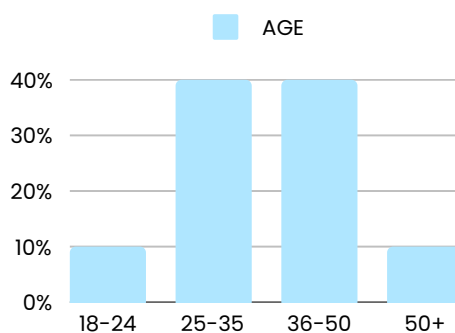
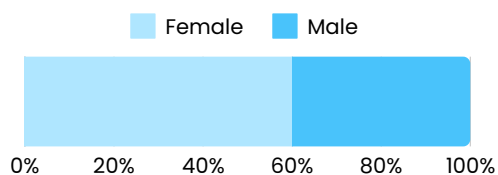
INDONESIA

35,000 Panelists



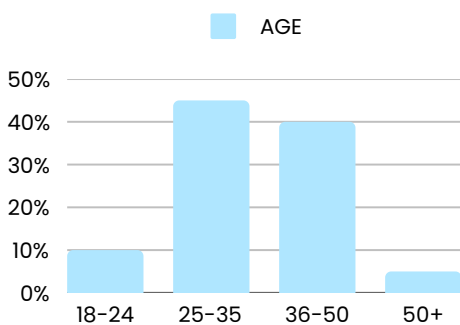
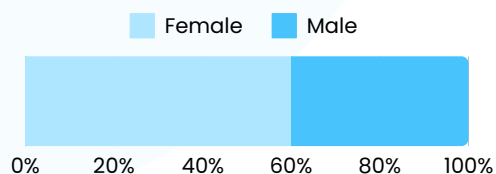
PHILIPPINES

20,000 Panelists



THAILAND

30,000 Panelists



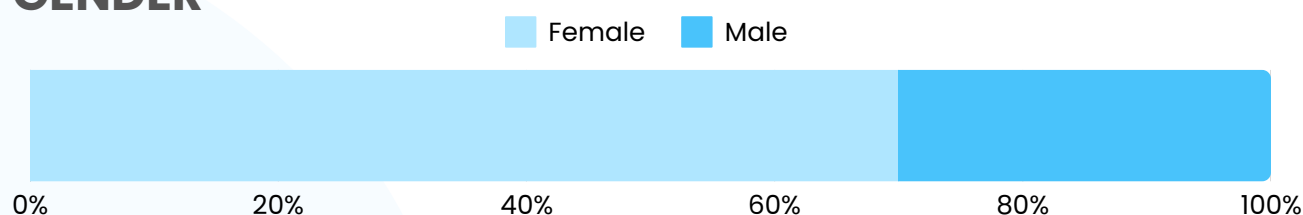
US

PANEL SIZE

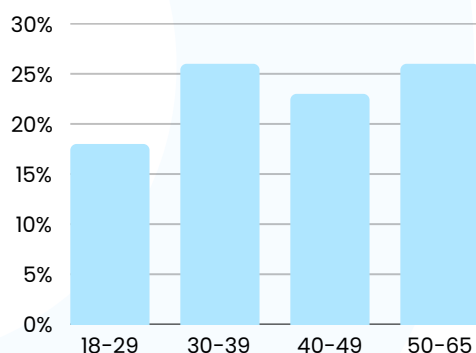
950,000

- Field partner's panels.
- Panel available for on-site testing: 500,000.

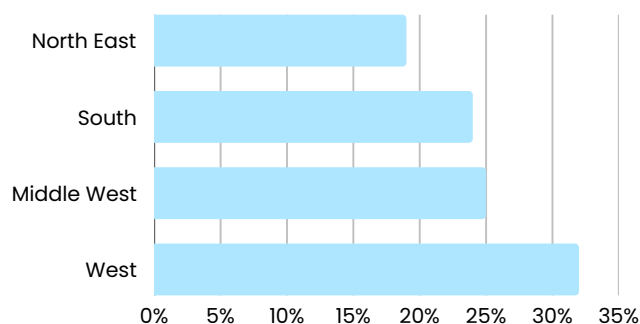
GENDER



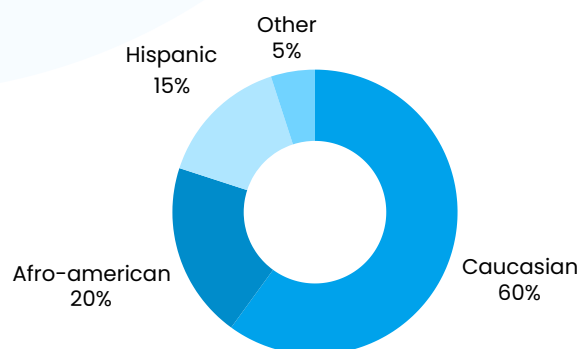
AGE



LOCATION



ETHNICITIES



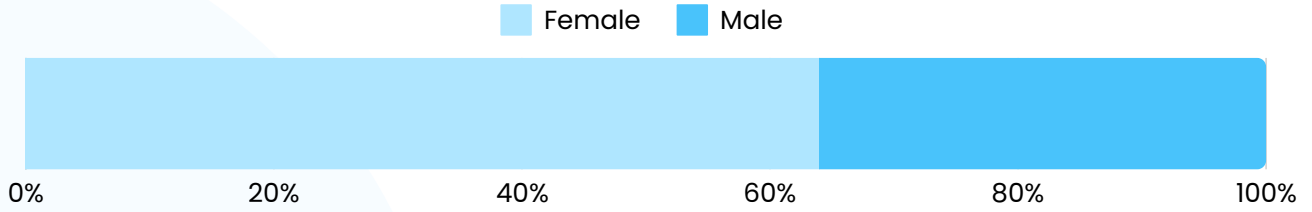
BRAZIL

PANEL SIZE

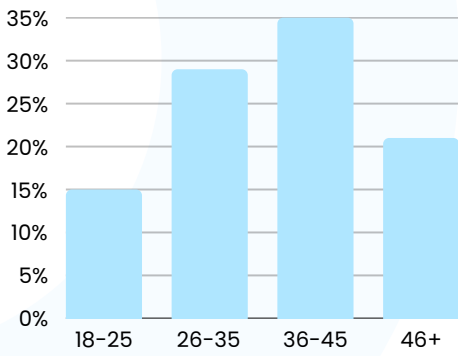
50,000

- Field partner's panels.

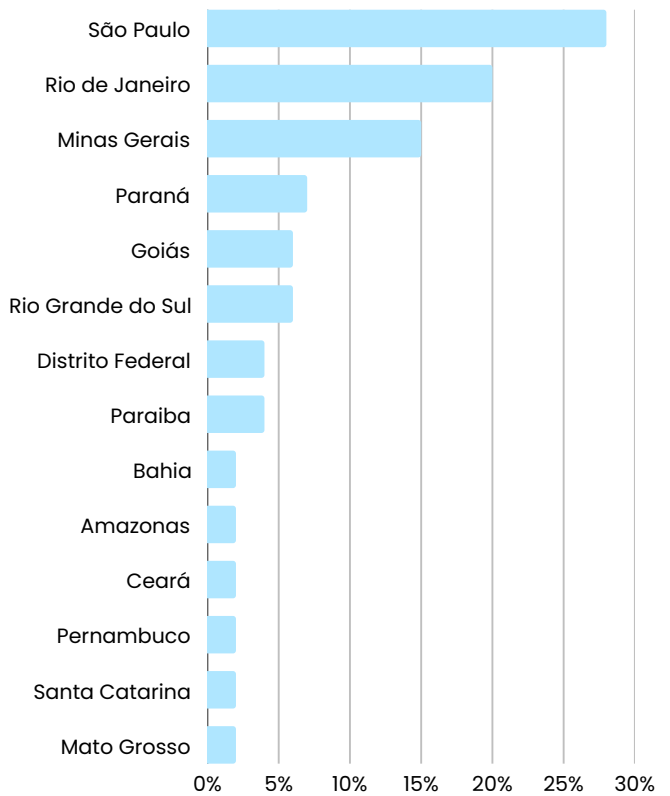
GENDER



AGE



LOCATION



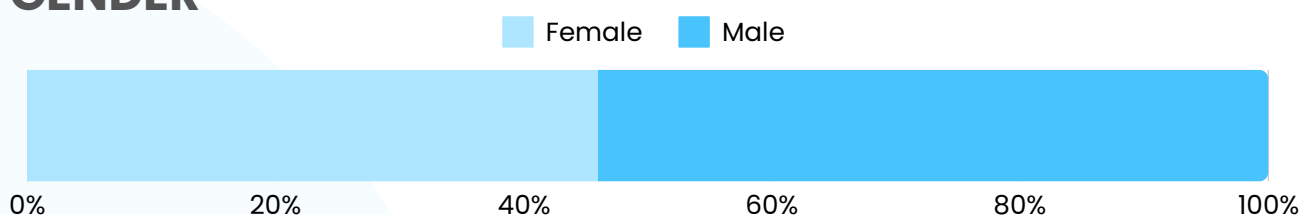
MEXICO

PANEL SIZE

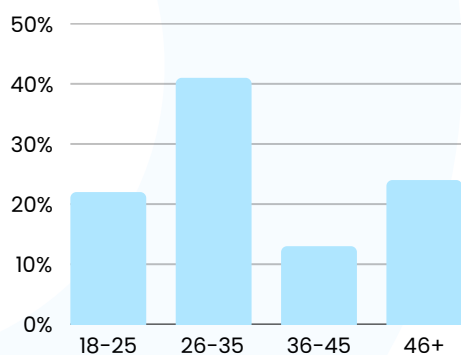
89,000

- Field partner's panels.

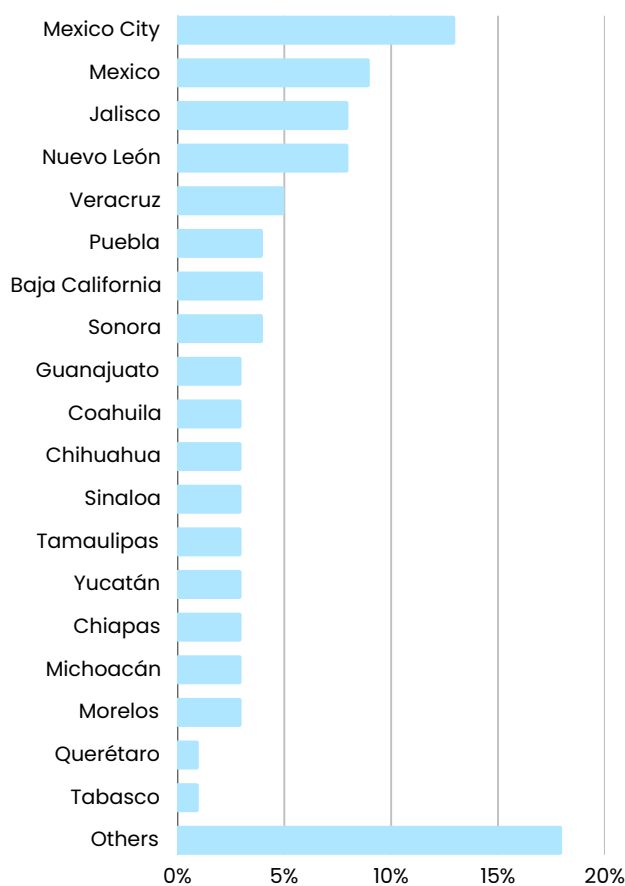
GENDER



AGE



LOCATION



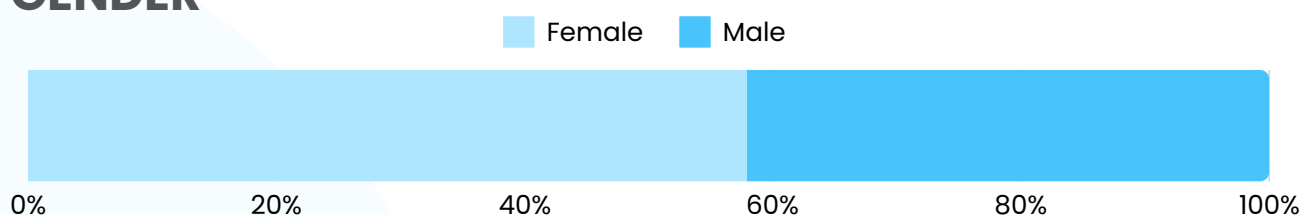
ARGENTINA

PANEL SIZE

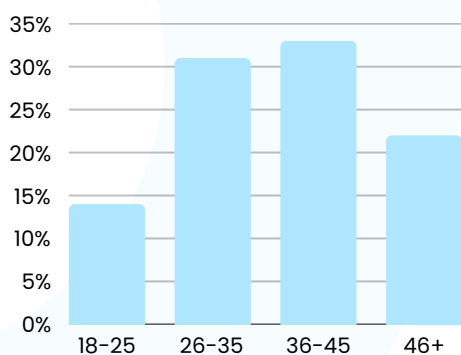
50,500

- Field partner's panels.

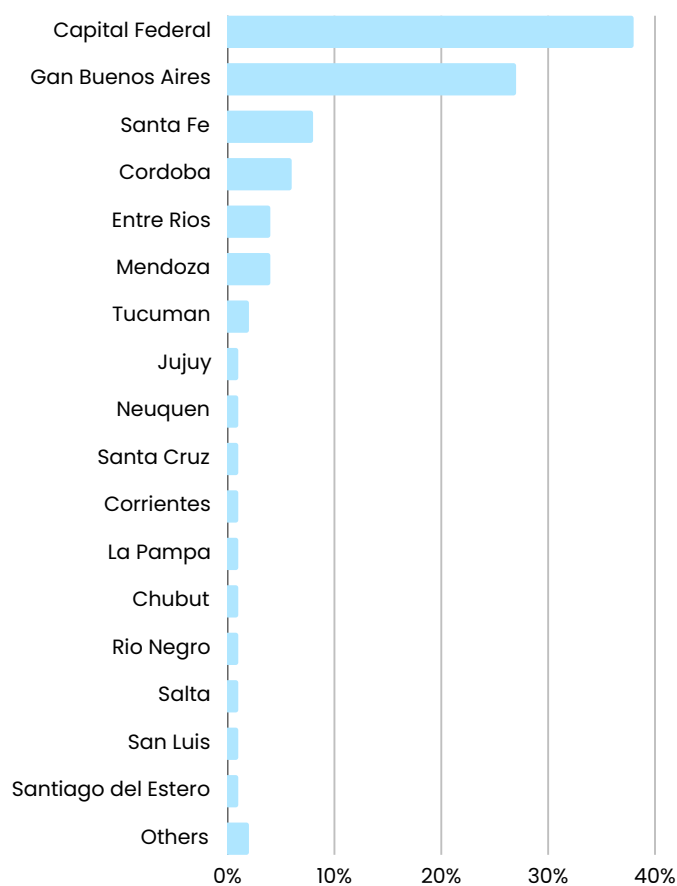
GENDER



AGE



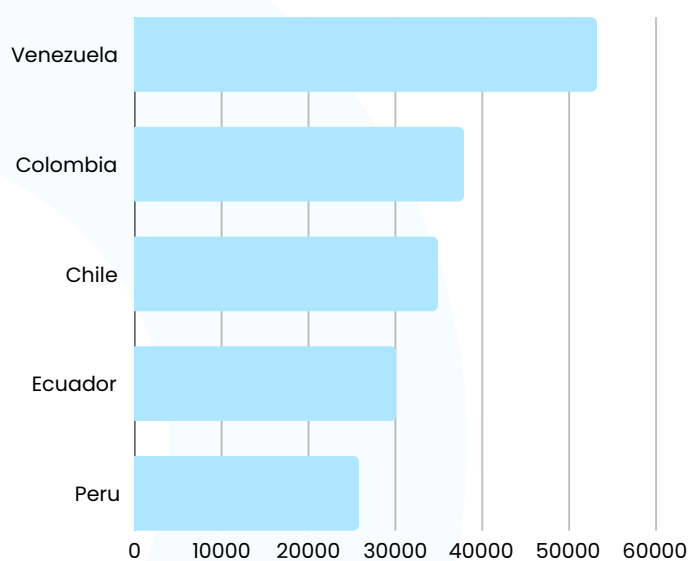
LOCATION



SOUTH AMERICA

- Field partner's panels.

OTHER PANELS IN SOUTH AMERICA:





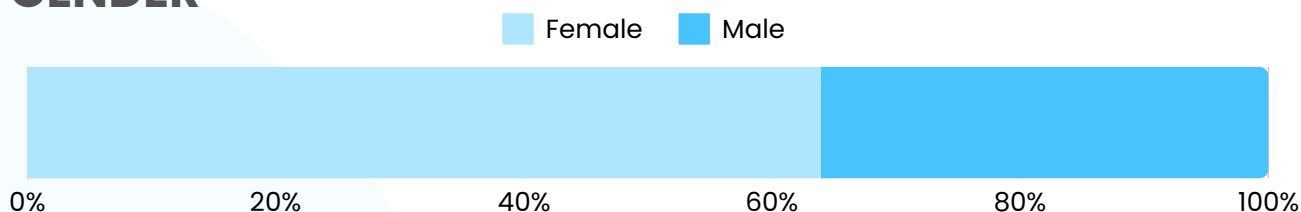
AFRICA

PANEL SIZE

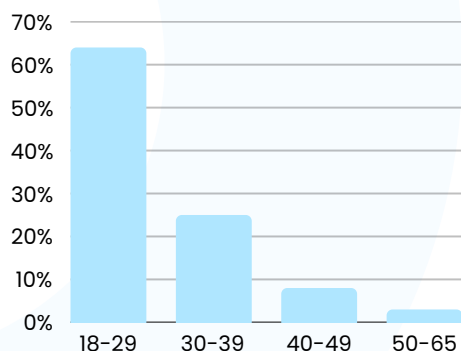
2,645,000

- Field partner's panels.

GENDER



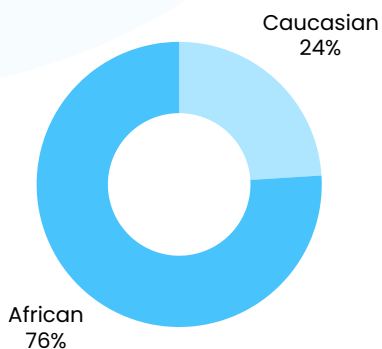
AGE



LOCATION



ETHNICITIES

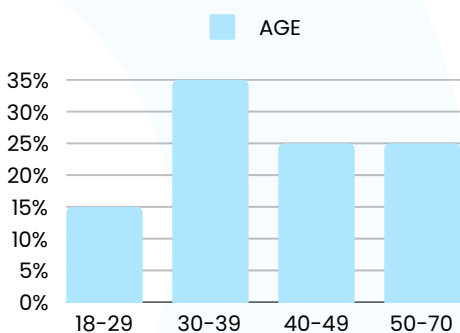
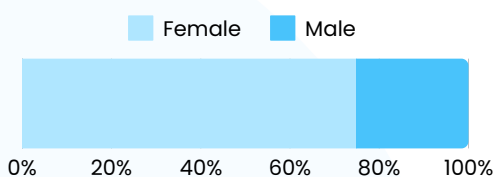


NORTHERN EUROPE

- Field partner's panels.

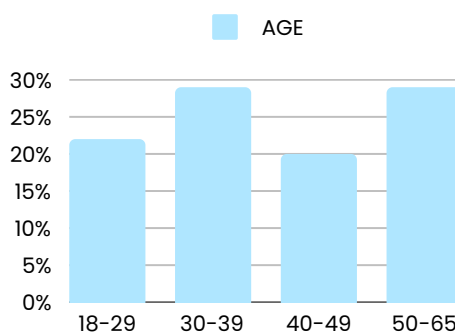
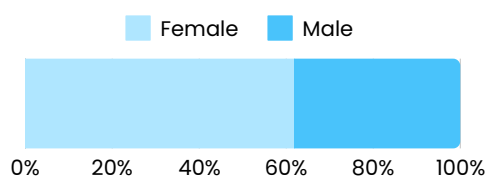
UK

20,100 Panelists (3,000 on site)



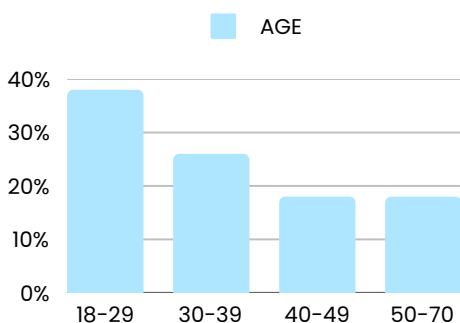
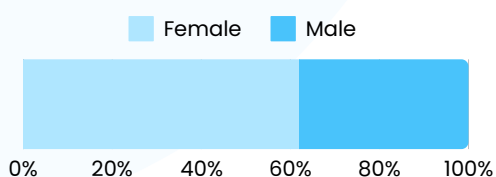
GERMANY

43,000 Panelists



SWEDEN

30,200 Panelists (15,000 on site)

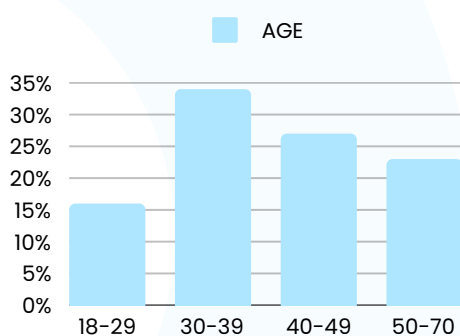
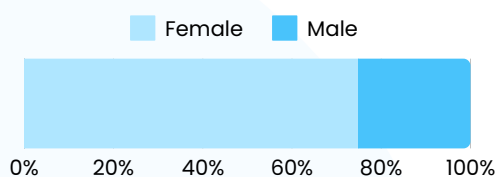


SOUTHERN EUROPE

- Field partner's panels.

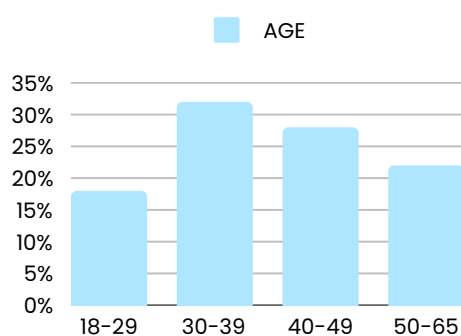
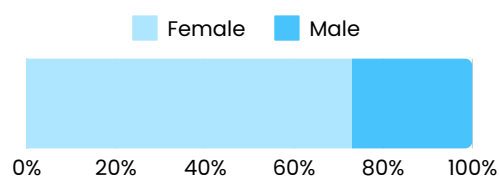
SPAIN

35,000 Panelists (4,000 on site)



ITALY

23,000 Panelists



PORTUGAL

15,000 Panelists

