



NellyRodi™

Press release

With NellyRodi, Ifop Group has further strengthened its position as a leading research, insights and consulting group dedicated to brand growth



Paris, 8 September 2026 – Ifop Group announces the acquisition of NellyRodi, a reference in the field of sociocultural and creative trends forecasting dedicated to brand strategy. This represents a new step in the construction of an international research, insights and consulting group on a human scale, bringing together complementary expertise to better comprehend individuals and markets, anticipate their evolution and transform this knowledge into decisions, innovations and growth opportunities.

Caption: from left to right, Nicolas Riou, Christophe Jourdain, Pierre-François Le Louët and Nelly Rodi. Photo credit: Thomas Gogny.

Maison NellyRodi, founded by Nelly Rodi, has asserted itself as a reference in the field of sociocultural and design trends forecasting, helping brands shape their strategy, innovation and creations.

Being renowned for its long-standing beauty, luxury, fashion and lifestyle expertise, NellyRodi is now broadening the scope of its know-how well beyond these sectors, as the challenges inherent to desire, experience and differentiation become decisive for all brands.

The strength of a group, the agility of expert Maisons

With Ifop, Sociovision, Occurence, Deep Opinion and Brainvalue, Ifop Group has built a consortium of expert and complementary brands, whose know-how can be astutely combined to provide individual clients with the most relevant combination of expertise. NellyRodi now enables to take this model one step further and subsequently enhance the breadth of the group's expertise.

“With NellyRodi, we are taking a new step in the development of a model that we want to ascertain remains truly unique: we aim to bring together brands that are references in their respective fields, as well as their expertise and human skill sets, and hence give them the means to work together while maintaining the agility of a human-sized group. Our ambition is not to merely facilitate the addition of know-how, but to blend it to provide our clients with ever more refined understanding of their markets and transform this knowledge into competitive advantage, innovation, and growth.” - Christophe Jourdain, CEO of Ifop Group

Further enhanced consulting capacity

With NellyRodi's know-how, Ifop Group has increased its capacity to assist its clients throughout the entire value chain, in particular by reinforcing its ability to anticipate transformations and helping brands take advantage of new areas of development and creation opportunities.

The power of the data available to the Group, combined with extensive quantitative, qualitative, human and social sciences, as well as strategic planning expertise, further enhanced by NellyRodi's unique know-how, enables to produce augmented insights, capable of shedding light on the present and on evolutions to come. The ambition of the Group is thus to help brands imagine their future and ensure this transforms into growth opportunities.

"I am delighted to see the agency that I created in 1985 join Ifop Group, a French group with a truly international scope which boasts an entrepreneurial culture, a taste for innovation and infinite curiosity for the evolution of consumer behavior, all of which NellyRodi has always held close to heart. I congratulate my son Pierre-François, who has been at the head of the company for over 20 years, for this new step, which demonstrates once again that NellyRodi has the ability to be daring when it comes to the emancipation of its model, without ever denying its identity. Keenly awaiting the future!" - Nelly Rodi, founder of NellyRodi

An alliance founded on the same culture of excellence and close ties

Over and beyond the complementarity of expertise, this new alliance continues to abide by an unwavering fundamental principle: the power of the Group must not overshadow the uniqueness of each of its brands.

NellyRodi will thus preserve its identity, its DNA and its culture, while drawing on the power of the Group, its data, its expertise and international scope, to accelerate its development. This is an alliance buoyed by common values – excellence, passion for the profession, open-mindedness and curiosity – and the same conception of close, personal and long-standing ties.

"This new venture opens up a new chapter for NellyRodi. Created 41 years ago as a fashion and lifestyle forecasting agency by my mother, whom I would like to thank warmly, NellyRodi has since undergone a profound evolution to become a leading consulting firm for the creative industries. The joint expertise of Ifop Group and NellyRodi will enable us to provide our clients with richer insights and even more enlightening recommendations. Our relationship with Ifop Group goes back a long way. Our teams have already had the opportunity to work together on several occasions, and this alliance seemed to be the natural next step.

We are thrilled to join a group that will enable us to further accelerate our development in Asia and the United States, where we are already established, while remaining loyal to what makes us unique. NellyRodi teams have enthusiastically welcomed the news, which opens up exciting opportunities for us all." - Pierre-François Le Louët, CEO of NellyRodi.

A new momentum driven by Nicolas Riou at Group level

Pierre-François Le Louët remains at the head of NellyRodi under the coordination at Group level of Nicolas Riou, CEO of Brainvalue, which joined Ifop Group in 2023. His mission will be to coordinate the development of NellyRodi, while remaining watchful of its identity and uniqueness, and promote synergy with Brainvalue and all the Group's expertise.

“I am particularly proud to be part of this new chapter in the Group's development and to contribute to showcasing, in a coordinated way, the extent and complementarity of our expertise in the fields of strategic planning, cultural insights, brand strategy, forecasting, and trends. Thanks to the strength of Ifop Group, we have a tremendous opportunity to build even more powerful and unique methodological approaches, that will enable us to support our clients from the detailed understanding of their markets to the creation of strategies, innovations and iconic experiences that create value and growth.” - Nicolas Riou, CEO of Brainvalue

With NellyRodi, Ifop Group is pursuing its ambition to build a unique Group, drawing on its DNA that harbors unparalleled knowledge of society and individuals, as well as on its 400+ employees and passionate experts, and to ultimately transform this into value for its clients.



Caption: Nelly Rodi team, September 2026, and Ifop Group management. Photo credit: Thomas Gogny.

About Ifop Group: Founded in 1938 by sociologist Jean Stoetzel, Ifop pioneered the survey method and was the first to conduct public opinion polls in France. Over the years, Ifop has grown across Europe, the United States, and China as a specialist in consumer and citizen insights, evolving into a multi-expertise group integrating Sociovision, Occurrence, Deep Opinion, Brainvalue and now Nelly Rodi. Guided by the conviction that people drive the world, and driven by a passion for humanity, a culture of expertise, objectivity, and a sense of inquiry, Groupe Ifop aims to connect with people and, by decoding their expectations, attitudes, and behaviors, supports clients globally in uncovering the drivers that create value and carve a path toward a positive future.

About NellyRodi: NellyRodi, founded in 1985 by Nelly Rodi, a visionary figure in the fields of fashion and design, is one of the pioneering forecasting and consulting agencies for the creative industries. Having acquired long-standing expertise regarding the analysis of creative trends, the agency has gradually developed a unique approach blending creation, market research and understanding of consumer behavior, which enables it to decipher the evolution of society and anticipate future expectations. Over the years, NellyRodi has expanded its expertise and reach on an international scale, with a presence in Paris, Los Angeles and Tokyo in particular, and now works with all brands seeking to connect emotionally with their customers and establish their cultural

relevance. Through their studies, trend books and consulting missions, NellyRodi helps its clients define their brand strategies, develop their product and service ranges, and refine their business models.

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