

Europe's **Most Innovative Companies 2025**

Methodology

statista  April 2025



For the first time, Fortune and Statista have identified the Most Innovative Companies in Europe

Methodology summary



Relevance of Ranking

In today's rapidly changing global economy, **innovation is the key** to long-term success. **"Europe's Most Innovative Companies 2025"** recognises companies at the forefront of **creativity, technological advancement and disruptive change**. This ranking serves as a valuable resource for **stakeholders**, spotlighting companies that excel at pioneering **new products, optimising operations** and **fostering a progressive business mindset**. Showcasing these industry leaders not only recognises their achievements but also motivates others to push the boundaries of innovation.



Executive Summary

- **Title of ranking:** Europe's Most Innovative Companies 2025
- **Media partner:** Fortune
- **Edition:** 1st
- **Number of awardees:** 300
- **Methodology:** Employee and expert surveys, patent data
- **Criteria used for determining the ranking position:**
 - Evaluations of three dimensions of innovation*
 - Product innovation
 - Process innovation
 - Innovation culture

Innovation was evaluated based on three dimensions

Definition of the dimensions used in this ranking



Product innovation

Product innovation comprises the regular **introduction of new products or services** and the regular **improvement of existing products and services**.

The number and relevance of industrial property rights in the form of **patents** are also part of this dimension.



Process innovation

This refers to the **development and use of new and innovative technologies and production processes** as well as the **innovative use of digitalisation** and the resulting opportunities.

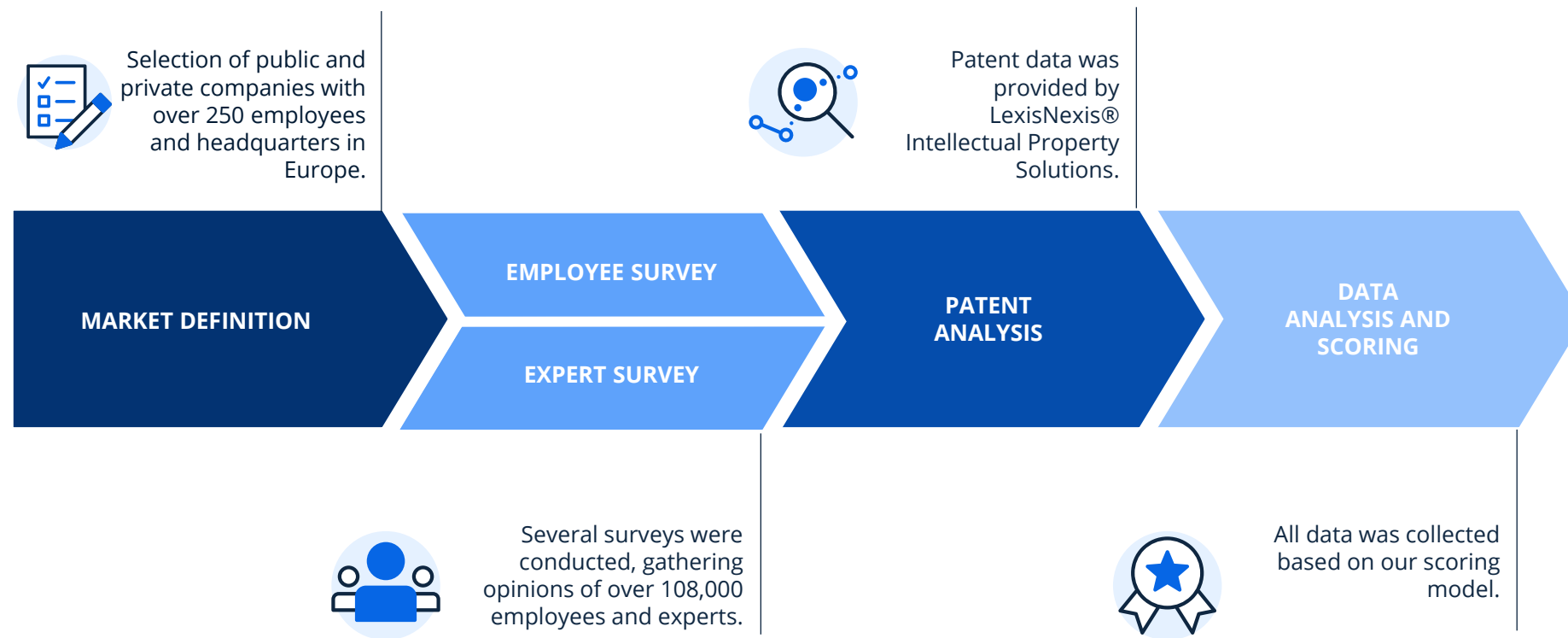


Innovation culture

Measures to what extent a company fosters **a spirit of entrepreneurship and creativity**, encouraging their employees to take initiative and develop new ideas.

A multi-layered process was implemented to achieve a comprehensive result

Data collection and analysis: Overview



Several **surveys** were conducted to receive **internal and external views** on innovation

Data collection and analysis: Surveys

Company registration

- Companies could register via an online survey.
- They were asked to invite their employees to evaluate their innovativeness.
- **Over 1,200 employees** took part in this survey.

Employee survey

- This survey was conducted via an **online access panel**, which consists of people who register to take part in online surveys.
- This survey was a representative sample of **over 90,000 employees** in Europe.

Expert survey

- Statista surveyed experts in various fields – from recruiters to business analysts, management consultants, patent attorneys, and people working in R&D or business development, including experienced professionals with deep expertise.
- In total, **over 17,000 experts** participated in the survey.



The employees represent the **internal view on innovation**.



The experts represent the **external view on innovation**.

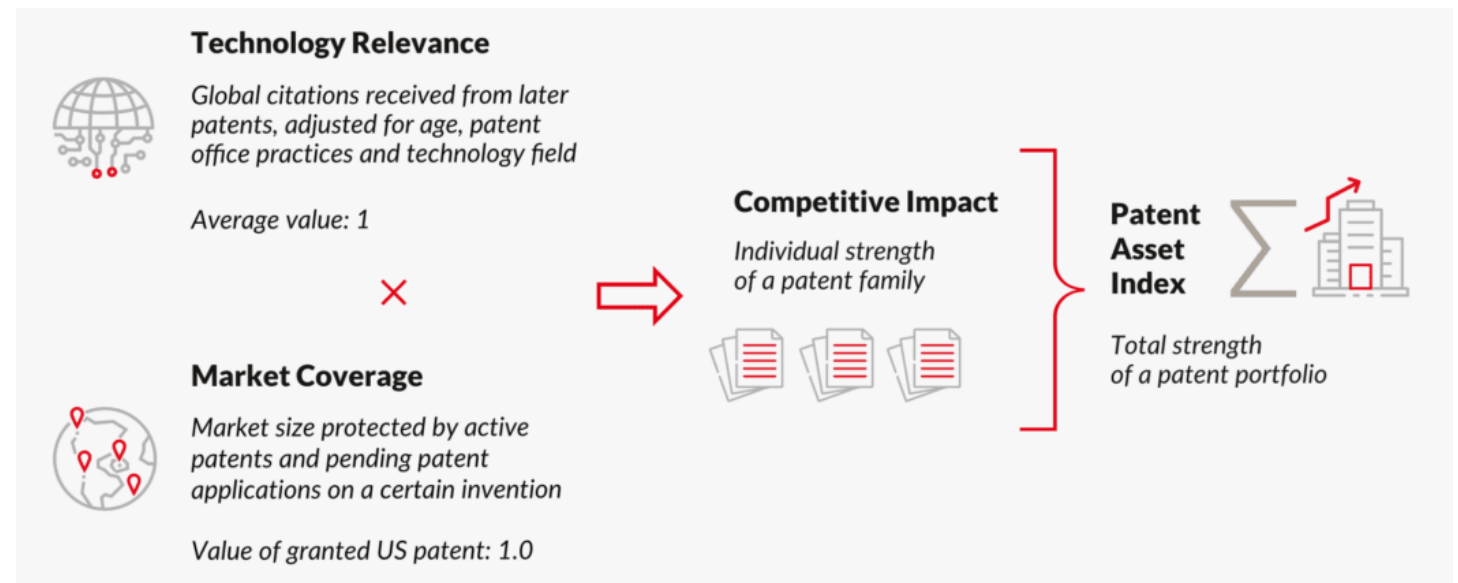
The total strength of a patent portfolio was considered based on the Patent Asset Index

Data collection: Patent analysis



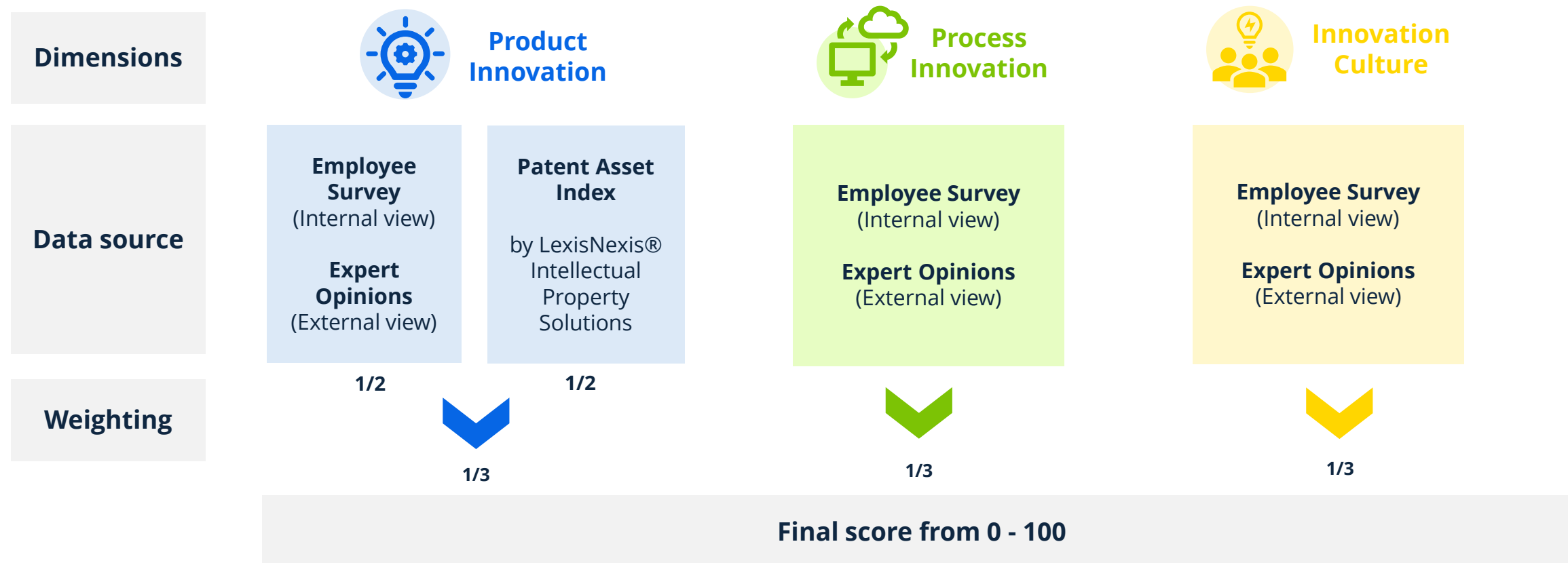
Patent Analysis

- The patent data was provided by LexisNexis® Intellectual Property Solutions.
- The LexisNexis® PatentSight+™ platform has patent data from over 120million patent documents.
- For each company, the strength of a patent portfolio has been indicated by the Patent Asset Index.



All data was combined based on a balanced scoring model, assigning a score between 0 and 100 to each company

Scoring Model



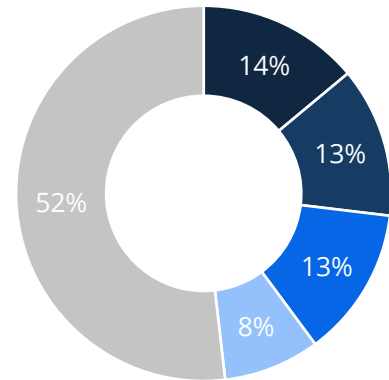
The ranking represents 300 innovative European companies which are active in 16 different industries and come from 21 different countries

Composition of the ranking



Industry

Financials led the way among industries with the highest number of innovative companies. Along with Industrials, Retailing, and Technology, it accounted for approximately 50% of the companies on the list. Overall, the list features companies from 16 different industries.

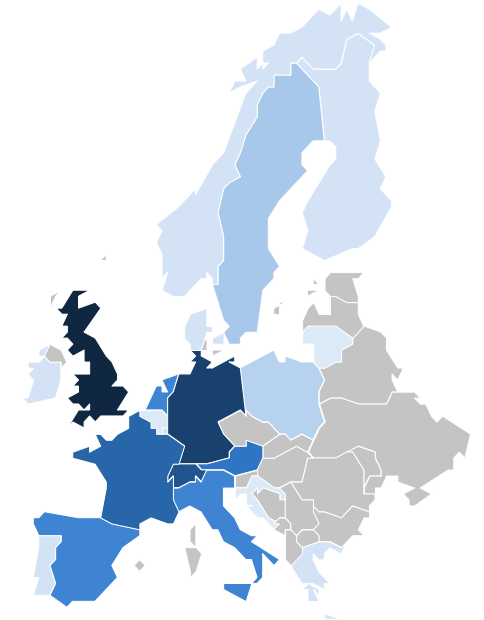


- Financials
- Industrials
- Retailing
- Technology
- Other



Country of headquarters

The United Kingdom comprises the highest number of companies featured in the ranking, with Germany accounting for the second-largest share. Altogether, the ranking includes companies from 21 countries.




The ranking was compiled by Statista R, the global leader in developing rankings for companies, brands, and products

About Statista R

statista R is a **world leader** in the creation of company, brand, and product **rankings and top lists**, based on comprehensive market research and data analysis: **Statista R recognizes the best**. With a team of over **100 expert analysts** and in cooperation with more than **45 high profile media brands** across all continents, Statista R creates **transparency for consumers and business decision makers** and helps companies build trust and recognition across a plethora of industries and product categories.

Visit r.statista.com for further information about Statista R and our rankings.

Statista R is a division of **statista** . The leading data and business intelligence portal provides an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries. Find out more at statista.com.

Legal disclaimer for the ranking Europe's Most Innovative Companies

Disclaimer

The ranking is comprised exclusively of companies that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on research of publicly available data sources at the time and several extensive surveys. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the year 2024. Furthermore, events following April 04, 2025, were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information. The quality of companies that are not included in the rankings is not disputed.