

# Company overview



Founded in 2018 by AI researchers in Edinburgh, Neurolabs was created to solve a fundamental challenge in retail execution: visibility at scale. Until now, CPG brands lacked access to an Image Recognition solution that could truly scale. We took cutting-edge research from university labs and applied it to the industry, enabling brands to see, understand, and act with precision.

Our mission is clear: to bring real-time visibility to an industry that has long operated in the dark. By delivering a scalable Image Recognition technology, we help CPGs move faster, operate smarter, and drive measurable growth.

At the heart of our approach is synthetic data and digital twin technology – a major leap beyond traditional methods that rely on slow, manual catalogue updates. By using 3D-generated synthetic images, we build digital product catalogues that allow brands to go from onboarding to full deployment in just 20 days. This eliminates the bottlenecks of conventional IR, making large-scale, high-accuracy product recognition a reality.

Today, Neurolabs processes 19 million images per month and maintains a catalogue of over 100,000 CPG items. Our technology powers millions of in-field data points annually, enabling brands to refine their Execution, Commercial, and Pricing strategies with unmatched speed and accuracy.

By pioneering synthetic Image Recognition, Neurolabs is not just improving retail execution – we are redefining it, giving CPG brands the visibility they need to compete and win at scale.

