

conSens RESEARCH BOUTIQUE

for vegan markets

WHY MARKET RESEARCH FOR VEGAN PRODUCTS IS SO IMPORTANT TODAY



Many vegan markets are already well developed and occupied. Thus, new players or brands must clearly differentiate themselves from the competition and do better.

This requires understanding the expectations of potential target groups in terms of product quality, pricing, design language and distribution channels, and above all, knowing one's competitors.



conSens identifies the white spots for your company and your products! By state-of-the-art market research and consulting!



We are always interested in the whole picture and look at brands and interpret results in context. With us, research always comes with consulting!

We always go the extra mile! We are enablers, promoter and organizational talents. "Can't be done" doesn't exist for us.



CUSTOMIZATION

We work with you to develop customized solutions for your team and your issues:

- Using a checklist, we will clarify your questions and needs together.
- Modular booking, depending on your questions, timing and budget



EXPERTISE AND EXPERIENCE

For over 25 years conSens has been supporting FMCG and especially food companies and brands with customized market research and consulting solutions.

In various markets for vegan products, start-ups as well as already (larger) established companies benefit from our extensive and profound market knowledge (and benchmarks).



UNSERE RESSOURCEN

- Professionelles Team an Research Consultants
- Etablierte Testsysteme und Benchmarks
- Zugang zu einer nahezu unbeschränkten Anzahl repräsentativer und für jedes Projekt passgenau auswählbarer Zielpersonen
- Netz an Teststudios und Tasting-Facilities (in Deutschland und auf Wunsch auch weltweit)



RESEARCH-PHILOSOPHY

Get consumers involved in product development right from the start!

Agile or step by step, online or offline, mobile, app-based, ethnographic, implicit and explicit.



RESEARCH-TOOLS

Qualitative (examples):

- Design thinking methods
- Workshops and focus groups (in studio or online)
- Documented cooking sessions with consumers (at home or in the test studio)



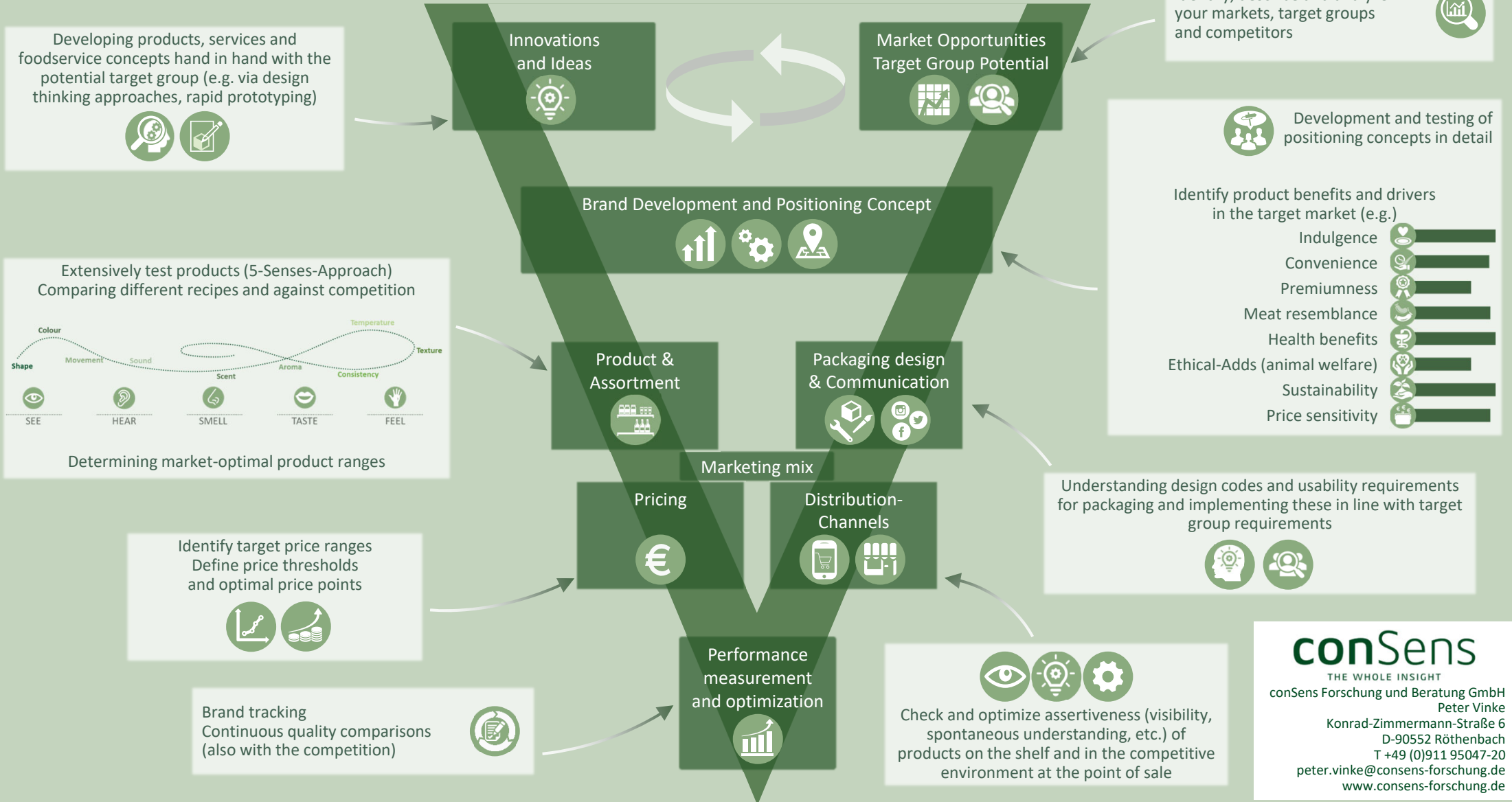
Quantitative (examples):

- Surveys (online or offline) on behavior, needs and attitudes
- Standardized tastings in the studio under controlled conditions
- Tastings in home use tests
- Combined with high-end statistical tools



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