## conSens RESEARCH BOUTIQUE

### 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!

# conSens

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







### for vegan markets

#### **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





## conSens RESEARCH BOUTIQUE

### for vegan markets

**Market Opportunities** 

**Target Group Potential** 

Identify, describe and analyze your markets, target groups and competitors



Developing products, services and foodservice concepts hand in hand with the potential target group (e.g. via design thinking approaches, rapid prototyping)





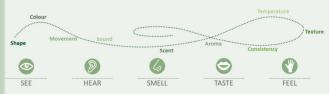
Brand Development and Positioning Concept







Extensively test products (5-Senses-Approach) Comparing different recipes and against competition



Determining market-optimal product ranges

Product & Assortment

Innovations

and Ideas



Packaging design & Communication









Pricing



Distribution-Channels







Development and testing of positioning concepts in detail

Identify product benefits and drivers in the target market (e.g.)

Indulgence

Convenience

Premiumness

Meat resemblance

Health benefits

Ethical-Adds (animal welfare)

Sustainability

Price sensitivity



Identify target price ranges Define price thresholds and optimal price points





Brand tracking Continuous quality comparisons (also with the competition)









Check and optimize assertiveness (visibility, spontaneous understanding, etc.) of products on the shelf and in the competitive environment at the point of sale

Understanding design codes and usability requirements for packaging and implementing these in line with target group requirements







conSens Forschung und Beratung GmbH Peter Vinke Konrad-Zimmermann-Straße 6 D-90552 Röthenbach T+49 (0)911 95047-20 peter.vinke@consens-forschung.de

www.consens-forschung.de