

Consumer sentiment analysis to drive product innovation

Client

A global personal care manufacturer.

Business Situation

- Fading brand image among customers for one of the client's leading personal care product in North America.
- Sales dip due to the availability of extensive products from competitor brands.
- Lack of consumer and retailer insights to launch new products.

Benefits and Outcomes of Our Engagement

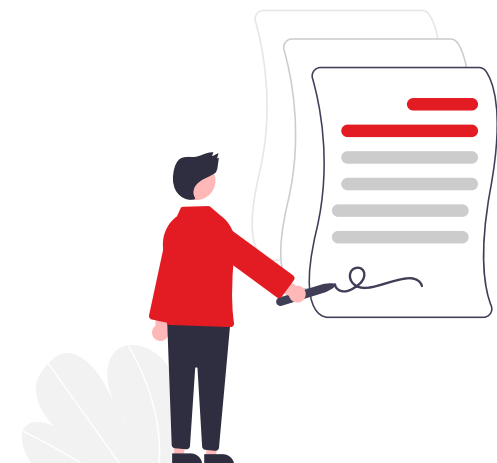
- Provided insights on change in consumer-buying habits and preferences.
- Provided recommendations on product modification to address consumers' concerns while retaining customer satisfaction.
- Redesigned the customer value proposition for the brand to remarket its product.

Engagement

Assess consumers' evolving preferences and retailer's insights for product innovation.

SGA Approach

- Conducted exhaustive primary research and desk research on changing consumer behavior and lifestyle.
- Performed detailed analysis of five competitors on parameters such as core products, product variants launched, product strategy, and pricing.
- Surveyed 2,500+ consumers and 25 retailers across regions to understand consumer food-buying habits and identify reasons for low consumption of client's products vis-à-vis its competitors.
- Quantified consumer attitude toward client's products through sentiment analysis and validated shift in consumer usage preferences through primary inputs.
- Mapped the consumer sentiments to identify current gaps in the brand offering.



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