

# CONSUM'ACTION

## MARKET RESEARCH ON FOOD TRENDS

SECTOR: RETAIL, FMCG

COUNTRY: BE



### Context & Requirements

- **Context:** Consom'Action is an association promoting responsible consumption, and data on consumer habits and behavior are needed to develop its strategy
- **Question:** How do consumers perceive bulk and deposits in Belgium?
- **Objectives:** Draw a portrait of Belgians' purchasing and consumption habits for bulk products and returnable packaging

### Solutions

- Identify published market research on bulk consumption and returnable packaging to design a reliable questionnaire
- Prepare a sample of 1,000 people representative of the country's population
- Use a U&A (usage & attitude) approach to analyze the habits of 1000 consumers regarding these products

### Results

- Segmentation of the population according to attitudes and perceptions towards bulk products and returnable packaging
- Identification of factors motivating the purchase of these products, choice criteria, and obstacles and difficulties encountered during purchase
- Detailed information through additional segmentation market research among Regular and Occasional Buyers, based on products purchased, has been gathered



# NUTRIPHYT

## BRANDING STUDY

COUNTRY: BE



### Context & Requirements

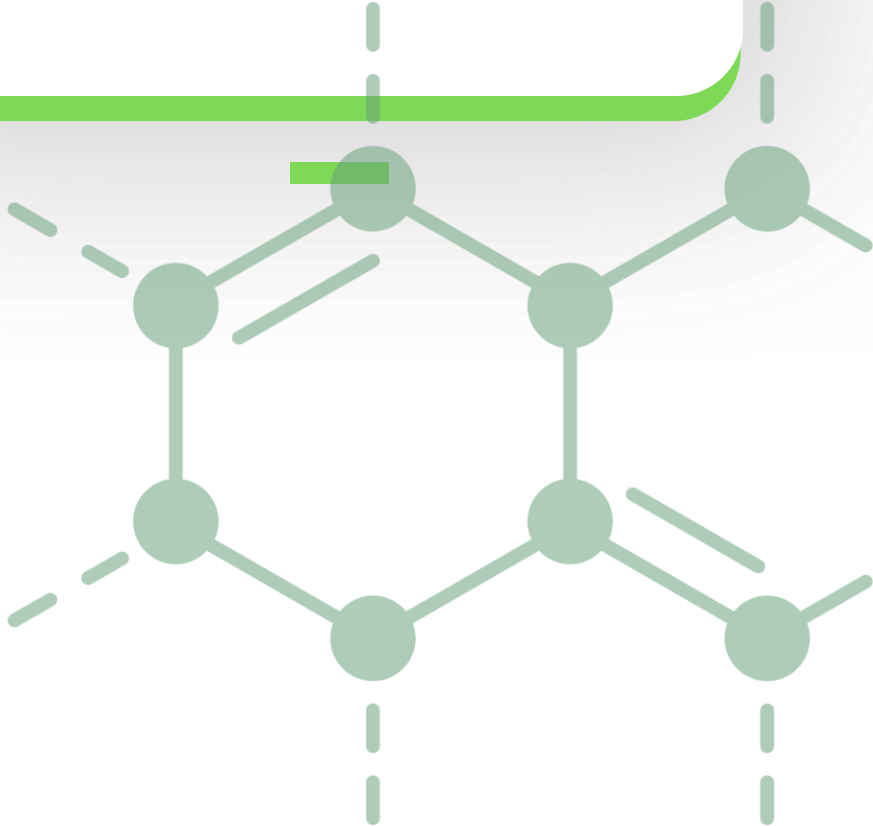
- **Context:** Nutriphyt wanted to understand the B2B dynamics of the dietary supplements market and assess the effectiveness of its marketing strategy
- **Questions:** What are the effects and effectiveness of the branding elements in place? What does the brand need to do to strengthen and develop itself?
- **Objectives:** understand current brand perception and position concerning competitors. Understand the needs and habits of B2B customers.

### Solutions

- Create a customized quantitative survey involving the brand's B2B customers and prospects in Belgium
- Measure precise KPIs: NPS, awareness, consideration, effectiveness
- Analyze B2B choice criteria in the dietary supplements market versus competitors

### Results

- Customer segmentation based on expressed needs
- Analysis of brand strengths and weaknesses as perceived by customers and prospects
- Analysis of purchase triggers in the decision-making process
- Definition of perceived Brand Identity
- Formulation of clear recommendations to feed the marketing strategy





### Context & Requirements

- **Context:** ALPLA wants to test different cap models and find out consumer preferences
- **Question:** Which models do consumers prefer, and why?
- **Objectives:** Test various closure models, some in the prototyping phase, and identify the variables influencing consumer preferences. Evaluate the perception of each model



### Solutions

- Develop a reliable test protocol and a customized analysis grid to meet ALPLA's needs
- Conduct a B2C test with 60 consumers using prototypes
- Analyze their preferences in terms of ergonomics, comfort, and perceived quality



### Results

- Ranking of prototypes in order of preference
- Identification of variables influencing consumer choice
- Highlight the problems presented by certain models
- Presentation of insights in exhaustive form (positive points, areas for improvement) to guide engineering development