

new product testing

understanding the potential value and ideal positioning of a new produce variety



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Background

A leading produce grower commissioned the Perishables Group to determine the viability of a new item in the marketplace. Specific project goals included:

- Developing a general understanding of consumer purchase behavior regarding the category
- Understanding consumers' and retailers' reactions to and acceptance of the new item
- Determining consumers' and retailers' willingness to purchase the new item as well as their willingness to pay a premium
- Gauging consumers' response to potential names for the new item

Approach

The study evaluated the reaction to the new item from both the consumer and retailer perspectives using multiple research tools: consumer focus groups, in-store consumer interviews and taste tests, as well as trade surveys of executives at leading retail chains. The information was processed and analyzed to create an overall understanding of the category and the likelihood of the new item's success.

Results

The research revealed valuable information around attitudes and perceptions of the new item. The research uncovered:

- Consumers' purchases of this category are typically impulse buys and are most often based on expectation of flavor followed by price and appearance
- The majority of consumers reacted favorably to the new item, and said they would be willing to pay a premium
- Retailers' reactions were similar; most believed retailers would be interested in carrying the new items, and category consumers would be willing to purchase the new item

Using multiple research tools, the study evaluated the reaction to a new produce variety from both the consumer and retailer.

Purchases for the category of interest are most often based on flavor, followed by price and appearance.

Thinking about this item, what is your first reaction?

