



NEW PRODUCT DEVELOPMENT

Combine detailed shopping behaviour and attitudes from your target market to improve the odds of new product success at every stage.



There are always risks in bringing new products to market. But with the UK's largest shopping behaviours dataset on your side, you can accurately define your target consumers and maximise the chance of success.

- Identify the best target market and see how it responds to your idea
- Determine the best ways to reach your most important target markets
- Evaluate your launch in real-time, so you can react when it matters most

CREATE PRODUCTS YOUR CONSUMERS NEED AND WANT

Creating and launching a new product is a journey, from identifying an opportunity to running a successful launch. Our research services can provide insights at every stage, or simply slot in where they're needed most.

Once you know how and where consumers engage with your brand, you can optimise campaigns, portfolios and messages to deliver the biggest returns.

Get the answers to questions like:

- 1 What **unmet consumer needs** exist in your sector?
- 2 What **new territories** could your brands or products enter?
- 3 How do people **respond** to your new product ideas?
- 4 What sort of people will be **willing to try** new products?
- 5 Who didn't **engage with your launch** — and why?



HOW WE PERFORM NPD RESEARCH

With access to comprehensive data on the buying habits of **17 million** people, we can identify your target market and isolate the people you should talk to.

NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



RELIABLE, ACCURATE DATA

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



Not just first-timers. We reach both one-off and repeat shoppers, to quickly understand barriers to engagement or which communication points to emphasise.

We use a variety of methods to gain insights from consumers. These include:

- Online surveys
- Telephone surveys
- Face-to-face interviews
- Focus groups
- In-store surveys
- Online communities

Helping to launch...

COCONUT WATER

This new type of beverage has exploded in popularity to become a mainstream drink. We helped a leading brand measure customer satisfaction.

THE QUESTIONS:

1. **How happy** are consumers with this brand of coconut water?
2. **What did consumers think** of the launch of these new products?

THE OBJECTIVES:

1. Develop ideas for **new product variants**.
2. Find additional ways to **grow sales of the brand**.



WHAT WE DID:

Careful analysis of behavioural data showed that the most commonly purchased item in this category was a competitor's one-litre product.

Targeted surveys identified what might influence sales growth for the client. These insights were split across several consumer categories: shoppers already buying the brand, shoppers buying competing brands, and non-buyers who could be encouraged to try the product.



THE RESULTS:

Despite limited product distribution, the research demonstrated significant brand potential. This data helped the brand owner convince retailers to provide more shelf space.

Our findings also supported the case for two new products. The brand committed to launching a 900ml 'fridge pack' immediately. A multipack launch was added to the roadmap, too.

WHAT THEY SAID:

"Through curiosity and perseverance, dunnhumby was able to drill down on our data and provide us with exceptional insights that have led to a number of key strategic decisions."

*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass