

category appraisal

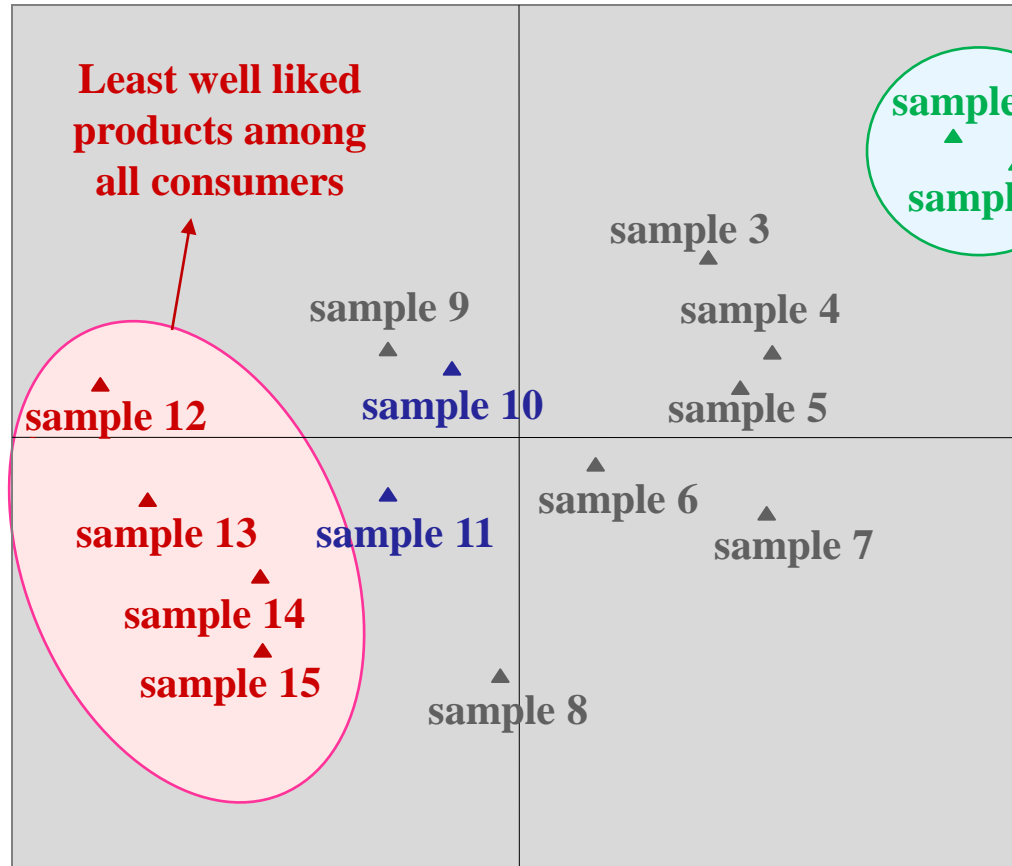
- What are the **sensory properties** of my products and of other products in the category?
- What are the **similarities and differences** among my products and the competitor products?
- Are there any unique **consumer segments** among category users?
- What are the sensory properties that **drive liking** among each consumer segment?

- **PRODUCTS:** 8+ samples to represent the category
- **CONSUMER TEST:** N=160+ category users
- **DESCRIPTIVE ANALYSIS:** on all samples
- **STATISTICAL ANALYSIS:**
 - Analysis of Variance
 - Mean Comparisons
 - Correlation Analysis
 - Cluster Analysis
 - Consumer Segmentation
 - Principal Component Analysis
 - Partial Least Square Analysis
 - Predictive Modeling.

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RESULTS

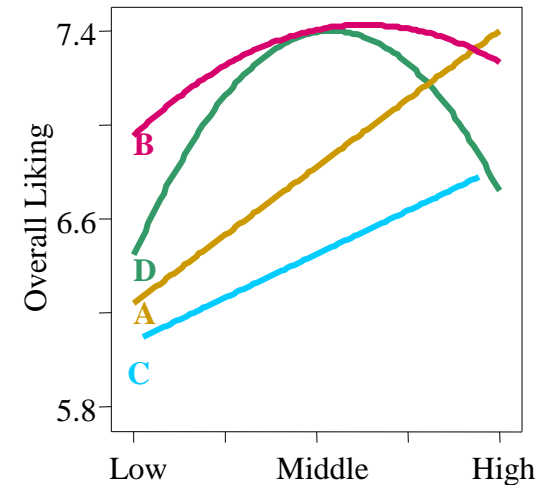
PLS 2 (13% Consumer : 25% DA)



PLS 1 (60% Consumer : 22% DA)

Most well liked products among all consumers

Key Drivers for all consumers



A=Sweetness
B=Toothpick
C=Chocolate flavor
D=Hardness

- Key Drivers of Liking are:
 - A=Sweetness
 - B=Toothpack
 - C=Chocolate flavor
 - D=Hardness

- More specifically, **sample 10 and 11** would benefit from:
 - Increased sweetness
 - Increased chocolate flavor
 - Decreased toothpack
 - Decreased hardness.