



INDUSTRIES



With valid data on success

Market research solutions for the non-food sector

In the Non-Food sector, the possibilities of robust market research carried out according to the rules of the art are unfolding: research on product launches, pricing studies and studies on brand management prepare the ground on which successful products grow.

INNOFACT works in the FMCG sector for both large and medium-sized companies. Seven of the 20 largest FMCG advertisers are **INNOFACT** customers.

Companies from the FMCG sector use the cooperation with **INNOFACT** to create ad hoc studies, trackings or complex studies. In this way, they secure decisive competitive advantages in highly competitive markets.

INDUSTRIES
Non-Food

DAS MARKTVORSPRUNGSINSTITUT.

INNOFACT  AG



Professional support in all dimensions

As one of the leading market research institutes in Germany, **INNOFACT** meets the requirements of its clients with fast and directly usable results, reliable and robust data collection and a highly committed team of market research experts. As a reliable partner, **INNOFACT** has been committed to its clients' success for years.

Seamless process integration

INNOFACT market research services for fast moving consumer goods from the non-food sector are seamlessly integrated into the processes and working methods of the clients.

INNOFACT functions both as an extended market research workbench for small and medium-sized companies and directly integrated into the product management of larger orders.

Advantages

- **INNOFACT services** are always adapted to the requirements of the client
- Market research results are available quickly and can be used directly
- Data collection is reliable and robust
- The **INNOFACT team** is highly committed and committed to the success of its customers.

Services in the price dimension

- Price readiness studies
- Research into price sensitivity
- Conjoint studies
- Describing price-sales relationships

Services in the product dimension

- Concept tests
- Studies on assortment planning
- Packaging tests
- Tastings

Services in the communication dimension

- Pretests
- Trackings

Services in the distribution dimension

- Promotion tests
- Mystery shopping
- Assortment checks