



Evaluate Concepts Before You Invest MILLIONS!

Are your Insights robust enough to build products that connect with consumers?

It would be great if you could look into the future and see what consumer trends are going to impact your business. Think of how much time and money you would save!

Well, if you have the right data that is robust enough to see trends and in-depth analysis to help you make sense of it all, then you have the next best thing.

The problem is most companies make business decisions based on incomplete data from data house companies whose focus is on gathering historical data and leaving it up to you to make sense of it all.

You shouldn't have to rely on incomplete data that you have to sort through to determine if it's worth by creating, testing, and marketing a new product to consumers.

Robust data and having someone strategically analyze the data lets you focus on strategy. We work with you to understand the drivers of trends you want to capitalize on and help you determine the longevity and trajectory of the trend BEFORE you invest in innovation.

For example, a client came to us looking to enter the plant protein trend. They were expanding rapidly, and before investing, they wanted to have robust data to support jumping in or staying out.

Understanding their company goals and analyzing the data, we saw that engaging the plant protein trends would not benefit this particular company. Faux meat sales and volumes were dropping, but consumers were not completely abandoning plant products. Instead, consumer interests were shifting to "plant-forward," where plants are plants, not mimicking something they are not – like meat.

Customer affinity was changing, and by not engaging the trend, our client saved millions in R&D, marketing, and manufacturing costs that would have resulted in an unsuccessful launch.

Before you create a new product, you shouldn't have to sift through mounds of data and hope you're making the right decision. We provide you robust data AND the in-depth analysis for your specific company needs, so you can make better decisions on which trends are worth jumping into and which ones you should avoid completely.

If you're looking to create a new product that your consumers love, let us show you how we can provide data and analysis that will give you foresight into the future of trends that will increase your bottom line.

To your success!

[Schedule Capabilities Meeting Now](#)

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