

Consumer Tests



right solutions.
right partner.

full sense



Consumer testing is a particular type of sensory testing which aims to assess consumers' degree of liking of a product or consumers' preference for one product compared to others. Consumer testing provides useful information for the product brand-positioning, marketing or post-launch optimisation. Usually large (50 or more) panels of untrained assessors are recruited for this type of testing, although smaller focus groups can be used to gain insights into products.

This webinar will detail the primary purpose of running consumer tests including understanding specific product criteria and an insight in to consumer behaviours, attitudes and opinions. The webinar will also explain to how location can have an impact on the test in addition to the demographic of the consumers'. We will also cover the differences between the most common types of tests used, qualitative and quantitative tests.

- Duration: 60 minutes including Q&A
- Speaker: Iker Arroyo – ALS Sensory Panel Leader
- Cost: 55€ + VAT (per person)

Contact Us / Book Now ALS Laboratories (UK) Ltd.

Aspen Court,
Centurion Business Park,
Bessemer Way,
Rotherham.
S60 1FB United Kingdom

O: +44 (0)1709 777300

E: Consultancy.uk@alsglobal.com

**You will receive a certificate of attendance for
your participation**