

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



## PRACTICE ABSTRACT No: 25

### Early consumer study to save time and money when launching a new product/service

The focus group is a typical qualitative methodology which allows to understand consumer perceptions on a specific topic. It consists in a discussion with groups of 5 to 7 consumers/users that are recruited according to specific criteria (previously defined depending on the topic).

To ensure the group's dynamics, specific attention should be paid to forming groups with people that are not too different in terms of age, socio-professional categories for example. A minimum of two focus groups per significant stratum is needed to validate the information.

This method can provide the following outcomes:

- Identify consumers/users perceptions towards a product or a service
- Understand expectations, motivations and barriers for consuming and/or using a product or a service
- Identify recommendations for developing or improving a product or service (for example in terms of ingredients, sensory characteristics, price, packaging, distribution...)

Including consumers or users at an early stage of the product/service development can facilitate its future adoption or usage by the consumer/user by considering their perspective. It can also help saving time and money by prioritizing and valuing options early in the development process.

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#### End Users

Farmer & Cooperative,  
Industry & Retail,  
Technology provider

#### Country

Worldwide



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### ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

### FAIRCHAIN PARTNERS



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