



**CASE
STUDY**

HOW CUSTOMER SURVEY INSIGHTS FUELLED A SAUCE INDUSTRY LEADER TO SUCCESSFULLY DEVELOP AND LAUNCH NEW SAUCE PRODUCTS FOR THEIR TARGET AUDIENCE
MARKET RESEARCH

How customer survey insights fueled a sauce industry leader to successfully develop and launch new sauce products for their target audience



Client Background and Challenges

- The client provides a wide range of sauces, condiments, and dressings, along with private-brand products and custom solutions to meet various needs.
- The client encountered challenges in conducting a customer-based assessment and their consumption preferences (types of food, outlets, and cuisines) due to lack of resources and time constraints.



Key Objectives

Understanding **demography of USA population** in relation to food services industry

Shortlisting various parameters to evaluate customer preferences in USA food services market

Analysis of existing and emerging trends in flavors and ingredients with respect to new sauce developments



Researchwire's Solutions

In-depth desk research **to analyze various food trends in USA market** via market reports, industry reports, competitors' publications, whitepapers and more

Conducting a customer survey to identify ideal segments for new sauce development (by mode: dine-in, takeaway, delivery; by cuisine: Mexican, Italian, Japanese, etc.; by quality, by taste, by ingredients, etc.)



Business Impact

With comprehensive findings and outcomes from customer insights, **the client was able to develop and launch new sauce products for their target audience** in USA Food Services Industry based on the recommendations provided by Researchwire

CLIENT OVERVIEW & KEY CHALLENGES

- The client provides a wide range of sauces, condiments, and dressings, along with private-brand products and custom solutions to meet various needs.
- The client encountered challenges in conducting a customer-based assessment and their consumption preferences (types of food, outlets, and cuisines) due to lack of resources and time constraints.

PRIMARY OBJECTIVE FOR COLLABORATION WITH RESEARCHWIRE

- The objective of the research was to perform customer analysis on the food services industry as well as existing and emerging food trends for the USA demography which could help the client to launch new sauce products to elevate the customer experience.

RESEARCH APPROACHES AND OUTCOMES OBTAINED

1. EXTENSIVE DESK RESEARCH

Researchwire conducted in depth secondary research to analyse crucial parameters to conduct the study which includes market reports, industry reports, competitors' publications, research papers, whitepapers to understand:

- USA demographics: population analysis by age, gender
- Market Analysis of current and future trends of USA food-service industry
- Benchmarking new innovations and developments in sauce categories
- Taxonomy of various ingredients and flavors to their consumption trends

2. CUSTOMER SURVEY

- Our team developed and administered targeted customer surveys to a diverse audience, based on major influencing factors for new sauce development: (by mode: dine-in, takeaway, delivery; by cuisine: Mexican, Italian, Japanese, etc; by price, by brand, by quality, by taste, by ingredients, etc)
- Correlation and evaluation of consumer preferences segments to the type of sauces that can elevate the consumer experience.

3. DATA ANALYSIS AND RECOMMENDATIONS

- Researchwire provided an extensive report on the food service industry and new and emerging consumption trends in USA market.
- Our team also shortlisted the most ideal target segment such as cuisines, ingredients, and flavours in the USA food service industry to assess the client for the development of new sauces to its target audience.

CLIENT'S OUTLOOK ON THE OBTAINED RESULTS

With the help of sound insights and outcomes for the customer's consumption patterns, the client expanded their services in the USA food services market with development of new flavoured sauces based on the recommendations our team provided.