



感官和消费者研究

感官分析是以实验设计和统计分析为基础，并应用人类的基本感官（视觉、嗅觉、味觉、触觉和听觉）来确定产品的感官特性和洞察消费者的感受及期望值。

梅里埃营养科学（中国）拥有一支**10**多年实践经验的感官研究及专业感官品评小组，来帮助您评估产品的质量、探究消费者兴趣、分析竞争对手产品，并与我们的感官服务团队一起规划您对新产品研发的意见与建议。

服务范围

食品饮料、化妆品、日用品、个人护理、高档香水、包装等，以及任何需要感官洞察的情况。

研究内容

感官研究服务

- 描述性分析：定量描述分析（QDA），风味轮廓图等；
- 差异测试（部分检测方法已获资质认证）：三角测试，A非A测试等。

消费者研究服务

定性服务：定性研究的目的是通过观察、深度访谈、问卷调查、焦点小组以及对情感、行为和产品或品牌关系的分析来建立对消费者的理解。

定量研究：定量研究专注于量化收集的数据和统计分析技术。能使企业根据确切的消费者态度、意图、行为以及市场分类评估市场并决定为市场提供怎样的产品。

培训服务

我们可为企业提供定制的培训方案，包括感官方法概述及感官品评小组的建立。

我们的优势

拥有超过**35**年的感官研究经验，并能帮助企业的研发团队、营销人员、销售团队和制造商优化其产品特征。

拥有**240**位感官专家，在全世界**4**大洲**15**个实验室里为企业提供全方位的感官服务。

我们的感官专家及感官测试方法帮助您的产品引领市场

- 在竞争激烈的环境中建立企业产品的感官定位。
- 解释消费者偏好（偏好定位），确定优化线路或寻找新的感官方向。
- 了解一个品牌的感官特征。
- 验证新配方或生产过程。
- 通过时间评估企业产品的感官稳定性（保质期测定、质量跟踪等）。
- 创建针对产品的感官指标。

联系我们

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Sensory and Consumer Research

Sensory analysis is a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses (vision, smell, hearing, taste and tactile sensation) for the purpose of evaluating sensory characteristics of products and insight into the consumer's feeling and expectation.

With an over **10** years of practical experience in sensory research and sensory judge team, Sino Silliker could help you to evaluate the quality of your products, discover consumer attitudes, compare products against competitors and generate new product ideas with our sensory services.

Service scope

food, beverages, cosmetics, home care, personal care, fine fragrances, packaging..., whenever there is a need for sensory insights.

Our Sensory and Consumer research

Sensory research services

- Descriptive analysis: Quantitative descriptive analysis (QDA), flavor profile etc;
- Discrimination tests (several testing methods have been certified by CMA/CNAS):
ie. Triangle test, A non A test etc.

Consumer research services

Qualitative studies: Designed to create consumer understanding through first-hand observation, in-depth interviews, questionnaires, focus groups, and analysis of emotions, behaviors and relationship with the product or brand.

Quantitative studies: focuses on quantifying the collection of data, and performing statistical techniques. Allows you to evaluate your market and define your offer based upon a solid understanding of consumer attitudes, intentions and behaviors and segmentation.

Training services

We offer customized solutions to meet your needs, such as basic sensory knowledge sharing, internal/external panel training.

Our Strength

Bring over **35** years' experience in sensory research to help R&D groups, marketers, sales teams and manufacturers to optimize their product characteristics.

With **240** sensory experts in **15** dedicated labs on four continents, we offer a full spectrum of sensory services.

Our sensory studies enable you to:

- Establish the sensory positioning of your products in their competitive environment
- Explain consumer preferences (Preference Mapping) and define optimization routes or identify new sensory niches
- Understand the sensory signature of a brand
- Validate new formulations or manufacturing processes
- Evaluate sensory constancy of your products through time (shelf-life determination, quality follow-up, etc.)
- Create a sensory vocabulary specific to your product's category

ANY QUESTIONS?

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