

Supporting a global retail brand enter the **ready- to-drink** market

We helped a global retail brand successfully move into the UK ready-to-drink (RTD) market by providing an evidenced-based recommendation of the best formulation and packaging types for their millennial consumer group

Background ↯

A global retail brand was targeting growth in the UK RTD sector in order to generate sales growth and brand penetration in the UK market. Conscious of the significant brand damage that could result from a poorly delivered concept, and the potential upside if delivered well and ahead of many challenger brands, our client was seeking a trusted insight partner to help them ensure their RTD product offer was delivered in line with consumer expectations and brand guidelines.

Challenge ↯

Our client was particularly concerned that the two products to be launched in the UK closely matched the flavour and mouthfeel of the US beverages. In response to this, we conducted a series of highly targeted quantitative studies with 250 consumers, screened against 10 criteria, in order to understand how consumer perception varied between US and UK products within each packaging type.

Our analysis indicated a close match but highlighted a need to focus R&D efforts on improving mouthfeel (through changes to the dairy content) in order to fully meet expectations.

Benefit ↯

Our work supported the launch of two RTD beverages by providing confidence in decision making, a clear business case and call to action for R&D teams for both product and pack.

These products are now in the market and are performing well.