

The Full Report

Accreditation Logo – present if the product has been awarded an Accreditation.

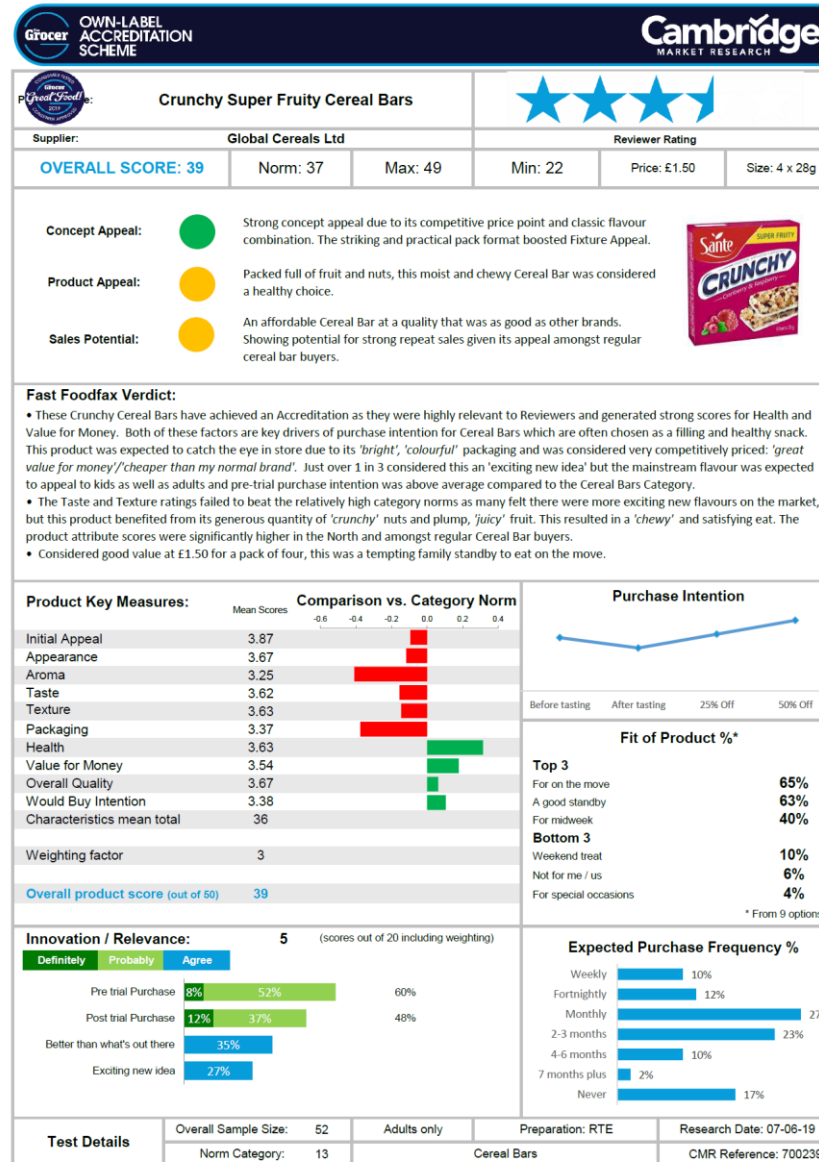
Overall Score and the current category norm (average), max and min Overall Scores from CMR's extensive Foodfax database.

Analysis of data through the three key influencers of likely success. 1. of the idea; 2. of the product itself and 3. of likelihood to buy.

A full consumer verdict summarises product performance. Analysis by shopper and demographic type provides further insight into differences in ratings and likely sales potential.

Key ratings (mean scores out of 5), together with comparison by Category norm. Weightings applied to reflect the factors that impact on consumer behaviour, by category.

A strengthening of post test purchase intentions may prompt a review on borderline Overall Scores. Perceptions of innovation and relevance in the current market.



A high star rating, relative to other products in the Foodfax database category, may support a review on borderline ratings.

Evolution of Purchase Intention at full and discounted prices. A 'flat' line indicates acceptable quality for the price.

Fit of product indicates potential usage occasions.

Products in a high frequency category should generate regular sales.

Full test details including sample size, preparation and category context.

