

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



PRACTICE ABSTRACT No: 24

Early market exploration to save time and money when launching a new product/ service

Market Exploration is part of the “early-design making approach”. This approach is based on qualitative studies (consumers focus groups, see PA N° 25, WebSafari and Market Exploration).

The objective of qualitative studies is to get knowledge and understanding of certain topics; they are not aimed at measuring.

The objective of this early-design making approach is two-fold:

- help maximize consumers'/users' innovative products or services acceptance upstream
- help reduce development costs and time by prioritizing and valuing options early in the development process.

Market Exploration aims at providing information on products or services from a marketing and communication perspective, in one or several countries, to then help define and position the innovative product or service.

Market Exploration can be conducted in person or online (which can save time and costs, in particular if the study is to be done in several countries or regions). It is recommended to conduct it in several countries to broaden the information and perspective.

Market Exploration can provide the following outcomes:

- provide knowledge on different parameters, ie type of product/ service, packaging, price, distribution channels, communication aspects...
- understand market segmentation
- identify potential differences in the target countries
- help to position the innovative product or service in the target market (crossing information with consumers/users perspective).

Authors

Elodie Lerolle-Rio
Odile Parizel

Affiliation

Actalia-Actia

Contact

e.lerolle-rio@actalia.eu

o.parizel@actalia.eu

End Users

Farmer & Cooperative,
Industry & Retail,
Technology provider

Country

Worldwide



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



PRACTICE ABSTRACT No:

Links for additional information



[FairchainEU](#)



[FAIRCHAIN EU](#)



www.fairchain-h2020.eu

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

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



DISCLAIMER

This Practice abstract reflects only the author's view. The FAIRCHAIN project is not responsible for any use that might be made of the information it contains. Licenced under: [CC BY 4.0 DEED](#)



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.