



Market Insights Services

Looking to minimize risks, increase profitability and improve the competitiveness of your business, technology or product?

Vineland's new Market Insights services can help.



Intelligence

- Market trends and analysis
- Competitive intelligence
- Product variability and seasonality
- Technological advancements and innovations
- Supply chain insights



We deliver

- Impactful solutions
- Established connections along the value chain
- Expertise in the horticultural sector
- Experience with food and non-food production, processing and technology solutions
- Understanding and knowledge transfer of latest research and market trends



Multi-disciplinary expertise

- Marketing research and strategy
- Sensory and consumer preferences
- Agriculture and agri-food market and product knowledge
- Statistical analysis
- Expertise in food science, horticultural automation, cultivar development, plant production and other related fields



Enhance the value of your business

Increase
profitability

Minimize
risks

Develop
products & markets



Make informed decisions with our industry insights



PHASE 1 Intelligence

- Environmental scanning and SWOT analysis
- Market research
- Competitive analysis
- Customer insights
- Product trends



PHASE 2 Discovery

- Industry trends, stakeholder preferences
- Value chain analysis
- Scoping new business opportunities
- Feasibility studies
- Economic cost-benefit analysis
- Carbon footprint reduction
- Focus groups, interviews, survey design, data collection and analysis



PHASE 3 Product/market development

- Sensory and consumer studies
- Business and technology roadmaps
- Trend analysis and forecasting
- Research impact evaluations
- Brand insights development

Looking for more information or a service quote?

Contact:

Amy Bowen, PhD

Director, Consumer, Sensory & Market Insights

 amy.bowen@vinelandresearch.com