

CPG and Retail Team

From strategic brand positioning or tracking studies to the latest innovation in concept testing, dynamic insight communities and 24 hour quick surveys, our team of Consumer Packaged Goods/Retail experts can help your business make impactful decisions.

Focused expertise in a fast changing market

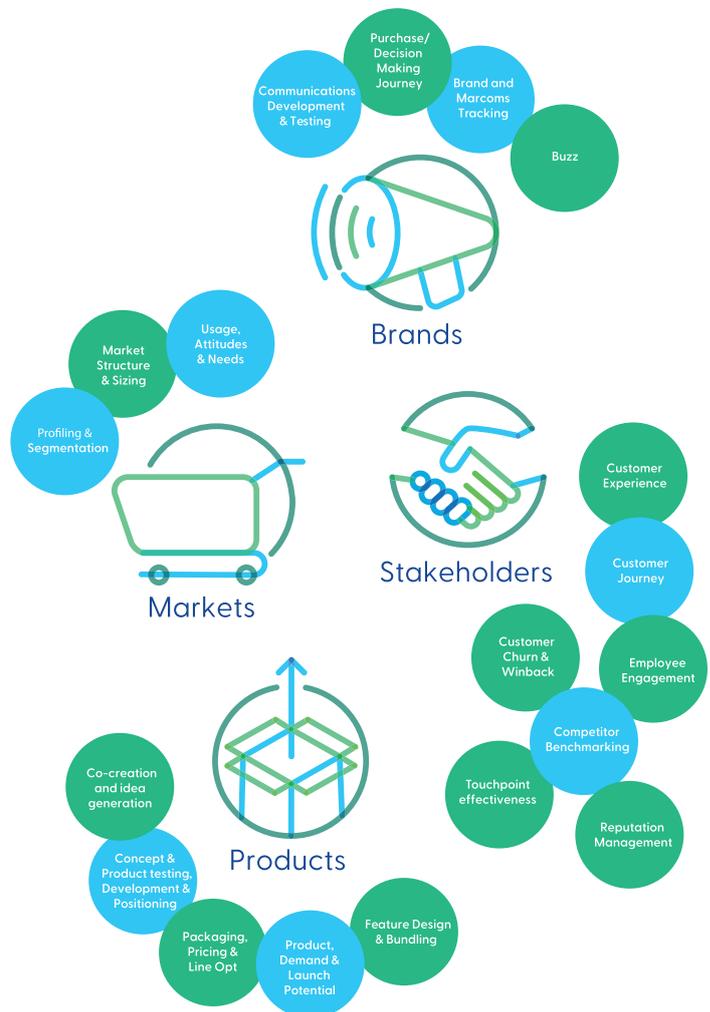
At Harris Interactive we're fanatical about the fast moving world of consumer goods and retail. We are lucky enough to work with many of the world's leading brands in these sectors and helping them to understand consumer behaviour is at the heart of everything we do.

We blend deep category knowledge with award-winning research designs and approaches; so our clients keep coming back to us to help them make informed decisions about their key business issues.

The topics we research tend to be time-critical so we understand that timings are everything, and we are supported by the leading edge research technology.

We also understand consumers changing attitudes and behaviours within an increasingly complex retail environment and how best to engage with them.

Our research solutions address the key business issues; how to successfully innovate, how to effectively communicate and how to grow market share.



The Grocer

We are also proud to be the exclusive primary research supplier to **The Grocer** – providing them with trusted research and valued category knowledge throughout the year – and sharing this with our clients.

CPG and Retail Team

We have extensive experience in Market Strategy Studies

Harris Interactive's Market Strategy Studies are tailored to provide a comprehensive understanding of your category or wider market, from its overall size and structure, through to the detailed needs, behaviours and characteristics of different types of consumers and businesses in the market.

Market Size & Structure

How big is my market, what is it worth, what does the competitive landscape look like, what are my strengths, weaknesses, opportunities and threats, what are the trends, how should I prioritise and plan to meet my business objectives?

Usage & Attitude

What are the needs, motivations and perceptions driving uptake and usage, what products and services are being used, how and to what extent? Do they live up to pre-purchase expectations, what are the challenges, opportunities and future plans?

Segmentation

What are the profiles of the key consumer/user groups within my market, what are their needs, behaviours and characteristics, where do I stand in the competitive landscape, is my product/service/pricing and marketing strategy on target, how should I prioritise and target them, and to what extent?

We bring together deep market understanding, a powerful combination of Research expertise and business acumen, to help companies make the right business decisions

Today's product developer faces an increasingly challenging marketplace. Limited internal resources and budgets, an increasing need to move rapidly to market, brand names whose equity is being stretched, combined with demanding buyers all make the risks and payoffs from product development larger and even more uncertain than in the past.

Whether you are considering totally new products or services, an extension to your current offering or an extension into a new category, Harris Interactive provides you with a flexible suite of traditional and innovative solutions designed to help you meet the unique challenges of today's marketplace.

Our Team has a strong heritage in NPD – providing research solutions at each point of the product development cycle:

