



CASE STUDY #625

**Consumer Research & Insights to Drive
Product Innovation for an FMCG Brand**

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CONSUMER RESEARCH & INSIGHTS TO DRIVE PRODUCT INNOVATION FOR AN FMCG BRAND



Client: Confidential FMCG Brand

Service: Consumer Research & Insights

Industry: Fast-Moving Consumer Goods (FMCG)

Timeline: 5 months

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BACKGROUND



The client, a well-established FMCG brand known for its household products, was facing challenges in maintaining its market share due to changing consumer preferences and increasing competition. To stay competitive, the brand sought to gain deeper insights into its target audience's behavior, preferences, and unmet needs. The goal was to develop new product offerings, improve existing ones, and refine marketing strategies to better align with consumer expectations.

OBJECTIVE



- Analyze consumer behavior to track changes in preferences and expectations, shaping product development and marketing strategies.
- Uncover market gaps where customer demands are unmet, allowing the brand to innovate and offer solutions that address those needs.
- Use consumer insights to refine the product lineup, ensuring offerings align better with market needs, enhancing customer satisfaction.
- Leverage consumer data to craft tailored marketing messages that resonate with target audiences, improving campaign effectiveness.
- Align products with consumer desires to build stronger loyalty, driving repeat business and word-of-mouth recommendations.

CHALLENGES



- Changing consumer behavior towards health, sustainability, and value for money required rapid adaptation of the brand's offerings.
- Increasing competition from new brands offering products tailored to specific consumer segments made it harder for the brand to differentiate itself.
- Limited feedback post-purchase made it difficult to understand which aspects of the products were truly resonating with consumers.
- A lack of personalization in the marketing strategy meant the brand's campaigns weren't addressing the diverse needs of different consumer groups, resulting in lower engagement.

STRATEGY & EXECUTION

A. Consumer Research Approach



Research Method	Description
Quantitative Research	Large-scale surveys targeting the brand's core customers to understand purchasing habits, satisfaction, and product perceptions. Provided statistically significant data on consumer preferences.
Qualitative Research	Focus groups and in-depth interviews to explore emotional connections with the brand, views on product quality, packaging, and price. Helped understand why products were preferred and which attributes were valued.
Social Listening	Monitored online conversations on social media, blogs, and forums to track discussions about competitors and emerging trends. Identified new consumer interests and concerns not addressed by the brand.
Competitor Analysis	Analyzed competitors' products, marketing strategies, and consumer sentiment to identify opportunities for differentiation and improvement.

B. Key Research Areas

Key Research Area	Insight & Action Taken
Sustainability and Ethical Consumption	Consumers were concerned with environmental impact. Focused on eco-friendly packaging and sourcing sustainable ingredients.
Health and Wellness Trends	Growing demand for natural ingredients and fewer chemicals. Developed new product formulations with natural ingredients and sustainable sourcing.
Product Packaging Preferences	Preference for compact, easy-to-store, and convenient packaging. Redesigned packaging to improve convenience and usability.
Brand Perception	Brand seen as reliable but not innovative. Used insights to reposition the brand as more innovative, integrating product innovations and future marketing strategies.

C. Implementation of Insights

Action Taken	Details & Impact
New Product Development	Launched a line of eco-friendly household products with biodegradable packaging, and a wellness-focused range with natural ingredients, meeting health-conscious demand.
Product Reformulation	Reformulated several products to remove synthetic chemicals and use more sustainable materials, responding to feedback on ingredient transparency.
Personalized Marketing Campaigns	Created targeted campaigns based on consumer insights. Emphasized eco-friendly products and packaging in campaigns targeting environmentally conscious consumers.
Enhanced Brand Positioning	Repositioned the brand as “innovative and sustainable,” aligning with consumer demand for healthier, environmentally responsible products.

RESULTS

Metric	Before Consumer Research	After 5 Months	% Change
New Product Launches	0	3	+300%
Consumer Satisfaction Score	72%	85%	+18%
Market Share	15%	18%	+20%
Social Media Engagement	1.5% engagement rate	4.8% engagement rate	+220%
Brand Sentiment (Social Listening)	Neutral	Positive	+50%
Sales Revenue from New Products	\$0	\$500,000	N/A

KEY TAKEAWAYS

Key Takeaway	Insight & Impact
Consumer-Centric Innovation	Focusing on consumer insights enabled the brand to create products that met the growing demand for sustainability and health, leading to increased sales and market share.
Personalized Marketing Drives Engagement	Tailoring campaigns to specific consumer needs, such as eco-consciousness or wellness, improved engagement and fostered stronger brand loyalty.
Research Leads to Differentiation	Active consumer feedback and competitor analysis helped position the brand as an innovative, responsible leader in the FMCG space, differentiating it from competitors.
Continuous Feedback Loop	Ongoing feedback from surveys, social listening, and reviews allowed the brand to stay agile, making real-time adjustments to products and marketing strategies.

CONCLUSION



Through comprehensive consumer research and insights, the FMCG brand successfully identified key trends and unmet needs in the market. The data-driven decisions to launch new products, reformulate existing ones, and adjust marketing strategies helped the brand increase customer satisfaction, engagement, and sales. This case study highlights how consumer research is essential for driving innovation and staying ahead in the highly competitive FMCG sector.

The Goybo logo is a teal square with rounded corners. Inside the square, the word "Goybo" is written in a white, sans-serif font. The background of the square features a faint, light blue pattern of overlapping squares and lines, creating a digital or network-like aesthetic.

Goybo

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