

Kerry Discovery 360°

Kerry Discovery 360° is organised around four key insight pillars:

Market Consumer Taste Nutrition

Market



RapidFire™ Development

A proprietary innovation program involving a series of street-level, facilitated and collaborative ideation sessions, finishing with complete prototype development. Delivering innovative, consumer-preferred products faster to market. Incorporates Eat The Streets™ market discovery.



EUM Lens

A 360° market audit: understanding size, trajectory and trends impacting end-use markets. Utilising this information as a springboard for identifying optimisation potential for existing products or capitalising on white space opportunities.



Trend Spotting

Leveraging our vast network of food and beverage-savvy employees around the world, this mobile tool allows us to capture food and beverage products and culinary experiences with the click of a button to bring associated trends and market examples to our customers.



Product Lens

Constant monitoring of new product developments from around the world... conducting regular category audits and understanding the characteristics of winning products (claims, ingredients, flavours, positioning, etc.)

Consumer



MegaTrends

A global collaboration and collection of process that provide the framework for identifying, understanding, translating and applying large trends facing consumers in today's ever-changing world.



Consumer Shoes™ & Shopper Shoes™

Consumer Shoes™ and Shopper Shoes™ involve stepping into consumers' lives and spending time with them – observing and collecting information to generate truer and more accurate insights.



Consumer Radar

A proprietary consumer panel selected for research engagements with the goal of understanding category usage and consumer behaviours utilising surveys, mobile ethnography, focus groups and other research methodologies.



Scan the Crowd

Our unique framework for listening to real-time social media conversation and extracting critical learnings, interpreting the chatter and identifying development opportunities.

Taste



Taste Tracking

Combining quantitative market data with primary research and the expert knowledge of our global network of Kerry chefs, baristas and mixologists to make sense of current and future flavour trends.



Global Culinary Council

Tapping into the culinary expertise of our global chef, barista and mixologist network to harness the knowledge of what's happening in the marketplace to stay abreast of the new trends due to hit the food and beverage market.



Sensory

Utilised at multiple points in the product development process to guide product development and monitor quality, our panel of sensory experts are on call to help translate consumer talk into commercial drivers.

Nutrition



Taste & Nutrition Discovery Centre

A unique, interactive experience that provides a deep understanding of the latest market trends, consumer insight, scientific and regulatory information across the Nutrition and General Wellness categories... connecting you with valuable insights across consumer life stages and key need state requirements.



Kerry Health & Nutrition Institute

Our science and nutrition platform that pulls together our internal nutritional knowledge and base research with our links to outside universities and academics, our regulatory knowledge and our management of clinical studies.

This suite of proprietary, knowledge-based methodologies and tools enables Kerry and our customers to build a complete picture of the food, beverage and pharma industries and enables the identification of significant commercial opportunities for which solutions can be successfully delivered.