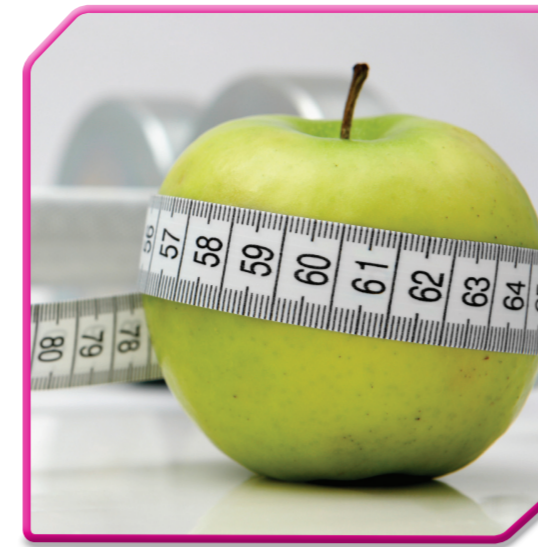


Case Study 5: Responding to Consumer Trends



The client issue

A **general consumer trend** towards healthier eating could threaten the confectionery industry.

The client - in the confectionery sector - needed to find out:

- what impact the trend would have on chocolate consumption
- how a confectionery client should act in this difficult market environment.

The TNS approach

A TNS **tracking study** contained a wealth of attitudinal and behavioural data. When explored with **current market trends** in mind, a **clear opportunity** emerged.

TNS tracking confirmed that:

- women are more concerned about healthy eating
- they are still eating chocolate
- but the way that they eat chocolate has changed: their primary motivation is now 'reward'
- to lessen their guilt, women eat small, individually wrapped portions
- consumption of 'kids' brands is increasing as these tend to be available in small, individual pack sizes.

The outcome

TNS conclusions and recommendations

TNS was able to **identify a disconnect** between the occasion and the available brands.

Next steps

TNS recommended the launch of small, individual portions of chocolate with a focus on more 'adult' flavours & textures – a real treat to suit the occasion.

What happened next?

As a result of the tracking study, the client **became sensitive** to the mood of its target consumer and was able to develop an **entirely relevant range of products**.

For more information please contact:

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