Formulating for age: 
Measuring food perception & appeal

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17th November 2015
Agenda

• Foods and beverages being purchased globally
• Consumer testing with ageing and elderly population
• Case study
• Ageing consumer’s about their experience
Product launches

Global no. of NPLs
with "elderly" (55+) positioning

Source: Mintel GNPD
"Elderly" NPLs from 2010-2015
(Top 10 by Country)

Source: Mintel GNPD
Product launches per category

"Elderly" NPLs from 2010-2015
(Top 10 by Category)

Source: Mintel GNPD
US data on supplements for “elderly”

- Joint health positioning: 16% of NPLs in 2014, UP 11% from 2013
- Collagen inclusion: 3% of NPLs in 2014, UP 19% from 2013
- Brain health: 9% of NPLs in 2014, UP 22% from 2013
- Sarcopenia prevention related positioning: 56% increase in NPLs from 2013 to 2014
- Products containing luthein: 37% increase in NPLs from 2013 to 2014
- Products containing zeaxhantin: 56% increase in NPLs from 2013 to 2014

Source: World Health Organisation
Real people

• For most valid results test with real people
• Smaller consumer groups
  • Qualitative testing
  • Multiple sessions
  • 1:1 interviews
• Reduce bias
• Training?
• Replicating 1 sample
Methods

- Liking scales
  - 9 point scale
  - School scale
- Focus groups
- Sorting tasks
  - Free sorting
- Observation techniques

Source: Lisa Methven, University of Reading
Marketing claims

- From Health to Sensory Claims
- Consumer engagement
- ASTM E1958-12
Product usage

• Home trials

• Measuring and minimising product waste

• Wider product feedback
  • Product preparation, ease of use pack, storage etc.
  • Understanding deviations from intended use

• More real life
Product experience

• Product and pack
• Setting/context
• Sensory
• Labels and contents
• Small focus groups discussing all aspects of product experience
Effect of Repeat Consumption of Oral Nutritional Supplements: Sequential Profiling by Sensory panel

- Sensory panel tasted 8 consecutive 5 ml shots of ONS
- Scored 5 attributes after each shot, and twice between shots as after effects
- Sweetness perception maintained over time.
- Metallic and Mouthdrying Perception build with time

Liking vs wanting

Familiarity increased…

…but liking did not!

However, consumption of msg soups increased!

Source: Lisa Methven
Case Study

Sensory attributes and preference of low-volume oral nutritional supplements (ONS)

• Good compliance is vital
• Sensory attributes influence compliance

C.M.Fry¹, A.L.Cawood¹, A.Ashouri²
¹Medical Affairs, Nutricia Ltd, Trowbridge, UK, ²Leatherhead Food Research, Leatherhead, Surrey, UK
Results show variations in the perception of sensory attributes of different energy-dense, low-volume ONS which appear to influence overall preference.
Consumer survey

N=585

Source: Leatherhead Food Research
Difficult opening packaging

N=585

Source: Leatherhead Food Research
Purchasing healthy ingredients

N=585

Purchase products containing...

- None
- Omega 3
- Green tea
- Calcium
- Superfruits
- Anti-oxidants
- Glucosamine
- Protein enriched
- Collagen
- Lutein
- CoQ10
- Other
- Resveratrol
- Sarcopenia

Source: Leatherhead Food Research
Labelling

N=585

- Ingredients too small
- Instructions too small
- Use by date difficult to find
- Ingredients complicated
- Instructions easy to read
- Ingredients easy to read too little info
- Instructions complicated
- Too much info
- None
- Opening instructions difficult
- Other

Source: Leatherhead Food Research
References

• ASTM E1958-12, www.astm.org
• DLG & Leatherhead (2015) Sensory Claims – Methodological approach to development and substantiation
• Withers, Gosney & Methven(2013), JSS, 28(3) 230-237
Thank you for your time

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