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The Power of Discovery

Strategies for CPG Innovation

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Who we are.

We use deep consumer and sensory research to understand what people truly like

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The only global product testing platform. Built on 35 years of MMR's experience in driving smarter, faster CPG innovation

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Where does Growth come from?

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A range of dynamics, including TikTok's emphasis on newness, is fostering a **culture of exploration and FOMO. This means consumers are increasingly prioritizing and seeking out new & novel experiences.**

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Discovering new products is exciting because it offers a sense of adventure and the chance to try something unique, like a new flavor of snacks, an innovative skincare product, or a cool gadget that solves a problem.

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Help consumers discover something new, creating an impulse dynamic to drive incremental sales & volume growth

Strive towards more dynamic product portfolios, balancing new & novel product experiences with frequent core renovations

Leverage product experience to communicate competitive equities through more deliberate sensory construction

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Discovery has momentum...

Global conversations using viral/trending terminology and hashtags is increasing (e.g., fyp, tiktokmademebuyit etc.).

314.2million posts, reaching 12.3 billion.

11% YOY growth

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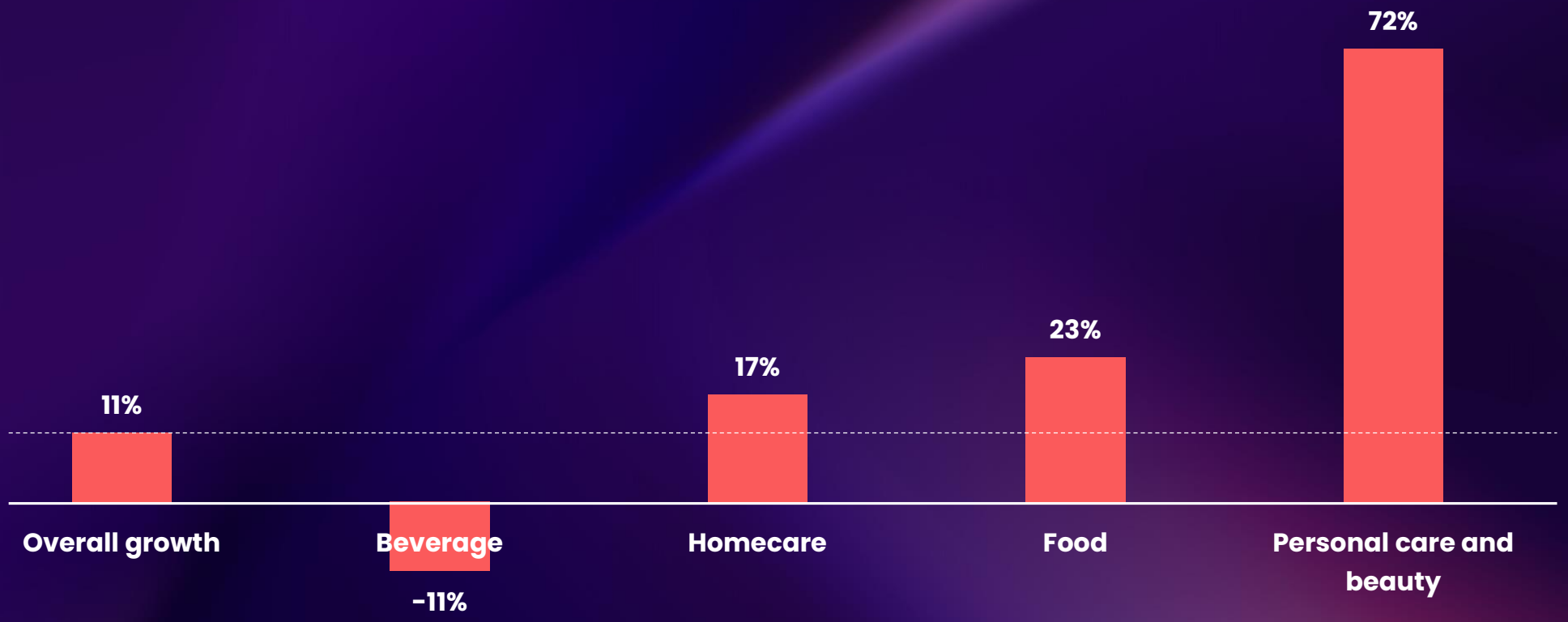
Even more so across CPG!



% growth of conversation in P12M related to trends / new / discovery keywords and topics

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For the top 10 branded manufacturers, 43% of their growth was driven by NPD.

Kantar World Panel, May 2024

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7 Modern Drivers of Trial

Let’s dive into 3 of them!

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#1 Thrill Seeking

"The discovery of new products is **thrilling** because it awakens **curiosity and expectation**.

Novelty brings a sense of **exclusivity**, satisfaction, and opportunity..."

"When I see new products in a supermarket, the **thrill** comes from the opportunity to **discover something new**.

A sense of novelty, **curiosity** and expectation about how the **product can improve or transform** the routine..."

"Novelty, innovation, possibilities, exploration and **delight**...

They are important because they **capture attention, solve problems, enhance experience, drive progress**."

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How is Mars Food seizing thrill seeking opportunities?

"I like to pair it with Korean style pickled radish, chicken & veggies for a super quick healthy lunch"

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#2 Trusted Brands

"Experiencing a new product, especially from a well-known brand, **brings more expectations**."

"Discovering innovation from brands that I already use is **fun**. Because I like them, it's important to me and it's always **good to try new things**."

"New products by trusted favourite brands. It is **easier to spot them on the shelves and to be the first to know**."

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Brand Equity Fuels Bold Innovation

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#3 Personal Growth

"New experiences make me **braver, more optimistic, more passionate** about trying new things."

"Each new experience contributes to my personal and professional development, making me **more open, adaptable, more curious**, and to constantly seek learning."

"They give me confidence to face difficulties, allow me to confront challenges with a more **positive attitude**, and make life **more valuable**."

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Empowered Choices, Everyday Growth

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Navigating the Discovery Era

Create.

Explore.

Expand.

Adapt.

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Adapt & innovate with Product Hub by your side.

Adapt quickly to market trends and consumer demands.

Innovate, test & launch concepts and products with speed and confidence.

Evolve / protect core ranges and maintain superiority with actionable consumer insight.

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Booth #613

Curious for **more?**

Scan to download: The Discovery Brands