



Pet industry

New Product Development

01

New sustainable product to launch

200

Dog owners

Challenge

Fast insights in a niche market

With over 85 years of category experience, Nestlé Purina are the experts in pets' nutritional needs. And when it comes to pet nutrition, they don't just try to meet standards – they strive to exceed them. That's why Nestlé Purina relied on Toluna to gauge market demand and consumer sentiment surrounding a new sustainable dog food product.

Solution

Quick Turnaround Insights

Fast and robust insight is vital in today's complex, connected, and fast-changing world, with products being developed and launched faster than ever before.

By leveraging our on-demand consumer insights platform, the insights team at Nestlé Purina was able to reach a pre-profiled target of 200 dog owners in a matter of hours.

Results were available to see in real-time through our visualization and analytics tools, enabling the insights team to access reporting and analyze results directly in an online environment.

Impact

Data-driven business decisions.

Toluna provided the team at Nestlé the tools they needed to conduct effective voice-of-the-customer interviews—helping them validate a new product in just two days, and ultimately preparing them to go after their target market.

Conducting research at an early stage of the new product development process was critical for Nestlé Purina to assess consumer demand and market size. This enabled them to commit to the idea, continue developing it, and launch the product into the market.