



PRODUCT PERFORMANCE



Knowing exactly what is **the consumers' response** to an idea, how much they like a product and which product's features influence their choices, are essential insights needed to drive the development of products.

Possessing a **global vision of all the drivers** that affect the product performance is key to use the right **leverages** to better perform on the market and achieve business goals.

Why us?

Sen&CA provides important support to companies for these activities since more than 25 years thanks to senior multiskilled researchers who, through integrated statistical analysis and the interpretation of cross-data, study how consumer preferences are driven by the product's characteristics.



Accuracy of research processes to generate highly reliable results.



Technical background and knowledge of markets and products to provide applicable results.

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