

Considering the view of the consumer in product development and marketing of dairy products

At MS Iceland Dairies innovation and new product development have always been key drivers. Every year the company puts 20-30 new products on the market. It is very important to communicate with the consumers in the developmental stage of a new product in order for it to reach success on the market. Therefore MS Iceland Dairies have emphasized using the best tools available for a successful product development, such as carefully controlled consumer tests, both central location tests and home use tests. Also the company frequently uses focus groups for getting answers to some key questions they are dealing with in many of its developmental projects. This has led to a great success in many of the company's new product development projects, for example, the development of the new generation of skyr, which is an Icelandic specialty dairy product.