

The role of sensory research in decision making at Valio

Valio is the biggest milk processor in Finland and has during the last 100 years developed a strong company image and many trusted brands. As the world and market situations evolve constantly, companies have to evolve too. In order to do this successfully we have to stay tuned what goes on in consumers' everyday life. Valio R&D has a group specialised in this matter. This Consumer unit studies consumer behaviour, markets, trends. Sensory quality control and research are in the core of the consumer insight produced by this group. This presentation discusses how Valio uses consumer and sensory research in the new product development.