

FMCG & CONSUMER GOODS | FOUR METRO CITIES

In-home snack test with 400 households

An in-home usage test for a new snack range, with product placement, diaries and a follow-up survey across four metro cities.



AT A GLANCE

CLIENT

Food and beverage
manufacturer

INDUSTRY

FMCG & Consumer Goods

MARKET

Four metro cities

METHOD

In-home usage test with
diaries and follow-up survey

SAMPLE

400 households

TIMELINE

4 weeks

THE CHALLENGE

A food manufacturer wanted real-life feedback on a new snack range before launch. Products had to reach the right households in good condition, and feedback had to be captured over a full week of use.

OUR APPROACH

We recruited households, delivered blind-coded products and collected daily diary entries and a final survey.

- 1 Recruited primary grocery shoppers who buy the category regularly
- 2 Delivered blind-coded packs with usage instructions
- 3 Collected daily diary entries by mobile
- 4 Ran a follow-up survey after the usage week

THE RESULTS

- ✓ 400 households completed the full usage week
- ✓ Diary and survey data delivered in one clean file
- ✓ Feedback in hand before launch decisions were made

SERVICES USED

Product placement and IHUT

Fieldwork management

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.