

FMCG & CONSUMER GOODS | NORTH AMERICA

In-home test and focus groups for a luxury skincare brand

Three to four day-cream formulas tested in randomised order at home by women aged 60 and over, with optional focus groups.



AT A GLANCE

CLIENT

Luxury skincare brand

INDUSTRY

FMCG & Consumer Goods

MARKET

North America

METHOD

In-home use test with optional focus groups

SAMPLE

25 women, including 5 backups

TIMELINE

9 to 12-day use period

THE CHALLENGE

A luxury skincare brand needed to test several day-cream formulas in real routines among women aged 60 and over who use premium jar-format creams. A randomised multi-formula design, a precise premium-user profile and optional focus groups all demanded careful placement and high retention.

OUR APPROACH

We screened for genuine premium users, shipped formulas in randomised order and checked usage compliance.

1 Screened women 60+ who use luxury creams

2 Placed formulas for randomised use, three days each

3 Recruited optional focus groups from testers and fresh users

4 Checked compliance and captured concept reactions

THE RESULTS

✓ Tight screening reached loyal luxury-cream users, not lapsed ones

✓ Randomised order made real formula differences easy to read

✓ Daily routines surfaced reactions a single trial would miss

SERVICES USED

Product placement and IHUT

Qualitative recruitment

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.

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SEND A BRIEF

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Client project. Client details are anonymised.