

FOOD & BEVERAGE MARKET RESEARCH



ABOUT US

B2B International is a leading market research consultancy that specialises in the Food & Beverage sector. While much of the research undertaken in this important industry is consumer focused, B2B International understands the vital role that business-to-business research also plays in this market.

From the chemicals that clean the food we eat, the ingredients, the specialist oils for food machinery, the specialist packing machines and the packaging materials right through to the delivery of our food, B2B International has carried out market research across all areas of this sector – at a regional, national and global level.

WHAT WE OFFER

Using a variety of qualitative and quantitative research techniques, we uncover the answers to your most challenging questions. The range of services we offer includes:

- Acquisition research
- Advertising effectiveness
- Branding studies
- Competitive intelligence
- Customer satisfaction
- Employee satisfaction
- Market assessment
- Market entry
- Market tracking
- Pricing strategy
- Product development
- Segmentation studies

EXPERIENCE

With over 30 years of b2b research experience and offices across three continents, B2B International is uniquely placed to help companies within the Food & Beverage sector. Examples of projects we have conducted in this industry include:

- Market assessment research into the European cryogenic and mechanical food refrigeration market
- Customer satisfaction research with Modified Atmosphere Packaging users in France, Germany, the UK and USA
- Needs-based segmentation research with independent licensed premises throughout the UK
- Brand positioning study for a gases supplier into the food packaging market
- Market assessment research of the US and Western European markets for sealant film applications within food
- Market entry and ad testing study looking at the UK and German food processing markets
- Customer satisfaction research with users of tray lidding machinery in the UK
- Global market assessment study for chemicals and dosing equipment used in the food and drink industry
- Market research to understand customer choice of LPG usage within the poultry farm segment in Hungary, Italy, Morocco, South Africa, and the UK.
- Employee satisfaction survey for a leading British food producer
- CVP development within the international seed treatment industry
- Internal training for increased customer service levels for a global supplier's food oils division

WHO WE CAN HELP

From the growers of the raw ingredients right through to the end consumers, we help those involved at every stage of the industry, including:

- Agriculturalists
- Manufacturers, processors
- Suppliers (of ingredients, machinery, parts, packaging, etc)
- Distributors
- Wholesalers, retailers
- Trade/industry bodies, regulators

QUALITY STANDARDS

As with all the projects we undertake, B2B International recognises the importance of meeting high quality standards. Our interviewing, fieldwork and analysis all comply, as a matter of course, with the ISO 20252 Market Research Standard.

WHAT OUR CLIENTS SAY ABOUT US

"The information gained from your survey has delivered far more beneficial and meaningful results than I ever could have imagined. Congratulations on a job well done."

Premier Foods

"B2B International have been outstanding in all areas and have been a pleasure to work with. Their interpretation of the survey results and strategic recommendations have resulted in improvements throughout the business."

British Sugar

"A very good piece of work that has given us a lot of priceless information to make use of."

Greene King

"B2B International met and exceeded all our expectations in delivering the project on time, under budget and made impactful presentations at Board level. I cannot recommend them highly enough."

Seafish

ABOUT B2B INTERNATIONAL

B2B International is a leading business-to-business market research consultancy that specialises in carrying out tailored market research for businesses, government departments, educational institutions and associations alike.

From our offices in the UK, North America and Asia-Pacific, we carry out research across the world into a vast array of industry sectors. In all, our 30 years of research experience and industry expertise means that we have managed over 1,000 custom-designed market research projects.

Highly skilled in data collection, analysis and reporting, we answer the most difficult questions facing your business and really add value by turning the information we gather into clear, actionable findings. So, if you are looking to enter a new market, build your position in a market, create a new brand, find out how satisfied customers or employees are, target markets more efficiently or develop a new product, B2B International can help.

FURTHER INFORMATION

To find out more about our Food & Beverage sector market research capabilities, please contact:

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