

CASE STUDY

BENCHMARKING CONSUMER GOODS

Utilising performance testing to benchmark own-brand consumer goods

A leading global retailer was developing a range of own-brand consumer goods and needed support with performance testing a wide range of product categories. The data generated was used to inform product design, price point placement, market positioning, and benchmark against competitor products.



The challenge

Upon embarking on the development of their own-brand consumer goods range, our client identified that they lacked the knowledge and capabilities to performance test their new products. They therefore appointed Intertek as a trusted partner with the expertise to support them in testing consumer goods across many different categories.

Intertek's solution

Following in-depth discussions about our client's requirements, we designed and performed bespoke test plans for each product. The test plans focused on the consumer experience and benchmarked each product for:

- Ease of use
- Overall performance
- Overall quality
- Functionality
- Design and aesthetics

The outcome

By outsourcing their product testing to Intertek, our client gained the ability to quickly test a high volume of products whilst internally focusing on product development. Ultimately, this reduced their time to market, saved internal resources, and allowed them



to confidently develop quality consumer goods. Intertek now routinely performs testing for our client as part of an ongoing programme to support their product development pipeline.

The Intertek Advantage


As a leading Total Quality Assurance provider, we have a network of more than 1,000 labs and offices in over 100 countries. Our UK consumer goods testing laboratories in Leicester and Leigh provide

a comprehensive service portfolio for outsourced laboratory services, benefiting you through:

- **Cost saving:** Outsourcing to Intertek saves you valuable resources without compromising on data quality
- **Flexibility:** We can quickly respond to spikes in your testing requirements by increasing resources assigned to your testing
- **Insight:** Our team can provide insight and support from years of experience in the assessment of consumer goods

Contact our expert team to discover more about how we can support you in performance testing and benchmarking your consumer goods.

FOR MORE INFORMATION

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