


Recommended R&D strategy for health and wellness brand extension



Expertise and domain knowledge

- Consumer
- R&D strategy
- FMCG products
- Health and wellness
- Innovation processes



Our client asked:

Our client, a major FMCG multinational, plans to extend its portfolio into health and wellness products. They approached us to understand the best R&D structures and procedures for delivering successful products in this space.

The project story:

- **Sagentia Innovation, in partnership with our customer, identified:**
 - i) The key areas that constitute an R&D strategy within an FMCG
 - ii) The definition of a successful R&D strategy
- Our team identified best practices and the most successful organisations in each key R&D strategy area
- Relevant data and insights were gathered from published sources, interviews with R&D/innovation leaders in key prominent organisations and interviews with R&D leaders in the client's organisation.

Results: deliverables and outcomes

Our client gained a set of recommendations on devising an R&D strategy that will support their ambitious expansion into the health and wellness market. They gained deep knowledge of the best practices used by leading FMCG multinationals in adjacent sectors. The client received a consolidated view of their current R&D strategy, identifying key priority areas on which to focus to play in the new category.

Contact us

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