

# EUROSENSE 2018

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A SENSE OF TASTE

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## Title:

Designing 'sustaining' and 'disruptive' innovations with sensory & consumer science

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The main purpose of sensory science in industry has evolved from product quality control to supporting innovation. Sensory scientists created powerful tools to describe and understand consumer perception and behavior allowing to generate insights for innovation. Now, we are faced with a new challenge that is adding more complexity to our central purpose – helping society live sustainably. A strong competitiveness lever for brands, innovation quality is now judge on desirability, performance, market potential and sustainable development profile.

Innovation can be driven through existing product categories and actual market conditions; we are in that case talking about *sustaining innovation*. Innovation can also be driven with a willingness to change the market; the so called *disruptive innovation*. Two strategies can be adopted to disrupt a market, a *low end* strategy consisting of launching a good enough innovation with a price dramatically lower compare to the market. The second strategy entails launching an innovation with new values/dimensions of performance from mainstream technologies/solutions which has been described as *new market disruptive innovation*.

Each of these innovation scenarios differ in terms of targeted performance & consumers (e.g. needs, interest for novelty). Therefore, the sensory & consumer tools that we deploy to support innovation development and launch need to be adapted. While many suitable tools for *sustaining* and *low end disruptive innovations* have been developed, there is still a lack of tools for *new market disruptive innovation*.