

# Case Study and Report



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**Case Study : Beverage Industry – Launch of a Plant-Based Drink**

# Objective

To measure consumer interest in plant-based beverages and assess willingness to pay vs. regular milk-based options



1,500 urban consumers in Tier-1 and Tier-2 cities in India.

- Quantitative survey
- Taste-test sessions in 5 cities.

# Approach

- Taste test blind-coded to remove brand bias.
- Screening ensured mix of vegetarians, flexitarians, and dairy consumers.
- Responses cross-checked with diary entries.

# Quality Control

- 62% consumers willing to try but only 34% willing to pay >20% premium.
- Younger consumers valued health + sustainability messaging most.
- Client launched a mid-tier variant to balance price and positioning.

# Outcome

# Get in Touch

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