

# WHERE'S THE WHITESPACE?

It's a question all product developers and marketers ask themselves when managing a brand or product portfolio. Maybe you have a great product that is performing well, but you're not sure where you should go next? Or perhaps the market is already saturated with new products, and you want to determine what's missing. Maybe you're so close to the product space that you don't even know where to start?

## HERE ARE A COUPLE OF THINGS TO CONSIDER.

### 1 EXPLORE YOUR HOME BASE.

Take a peek at your product's landscape. What is currently happening in that space? What's your competition doing well? How can you do it better?

#### CONSIDER...

doing a tasting with your team and taste all the key products in your space. Evaluate the products wearing your "consumer hat" and think about your likes, dislikes and what you would like to see more of. Engage your flavor supplier for best practices and how to make sure you and your team are using the same taste descriptor language.



### 2 BE AN ACTIVE LISTENER.

What expectations do consumers have of your product? Are there specific attributes, such as healthy, tasty or even fun, that consumers associate with your brand or product? How does this translate to their overall expectations of taste?

#### CONSIDER...

looking at what consumers are saying on social media. What types of products are they sharing or taking selfies with? Listen to what they are saying about them. Chat with your flavor supplier about any noteworthy flavors or ingredients. They can guide you through the sensory and technical implications that may impact taste.

# 3

## BE A SAVVY TREND SEEKER

What trends are in the adjacent categories? For example, you are ideating a new indulgent snack bar—take a look at what’s happening in ice cream or bakery. How can you translate the ideas, flavors or formats to your product?

### CONSIDER...

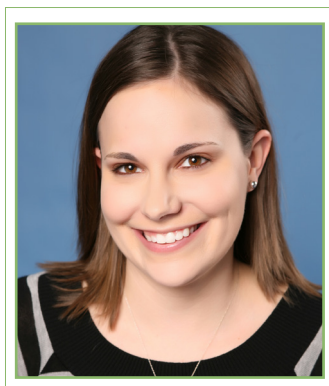
perusing the local grocery store and see what pops out at you. Look for innovative flavors, packaging and ingredients. Create a check list of the

most innovative things spotted on your trip. Then see—how many of those flavors or trends are you spotting in your product category? Are any of them an opportunity for your product?



## When you’re in need of inspiration, FONA is your guide.

Let FONA’s market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your “what’s next.” Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let’s mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.



## Let’s Talk.

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