



感官分析

什么是感官分析?

感官分析是指依靠消费者的感官分析获取客观的定量数据，从而全面深入地了解产品的感官品质。一款产品的感官分析结合了消费者的感官体验（视觉，嗅觉，味觉，听觉和触觉），以及心理学、生理学及统计测量。



感官分析如何使您受益?

感官分析可以帮助企业准确、迅速地把握消费者对产品的认知和需求。欧陆致力于帮您更好地满足消费者的需求并提升市场竞争力，而感官分析则可以提供相关具体的解决方案以优化您的产品。

我们的服务领域

欧陆的感官分析服务适用于消费者与产品有紧密互动的领域。在中国，欧陆的感官分析服务活跃在诸多领域：

- 食品业
- 化妆品业
- 家电业
- 香精、香料工业
- 包装业
- 纺织业

我们的营销与感官分析解决方案

感官描述

感官描述可用于对不同的产品的感官属性进行客观、定量地鉴定与描述：

- 产品的感官特性
- 产品的定位
- 目标客户群的确定

消费者测试

消费者测试可用于分析消费者的偏好，确定合适的消费者群体。欧陆的分析服务可以帮助您发掘产品的优势与不足，另可额外选择追加消费者感官研究以了解影响消费者购买-重购决定的因素。

偏好图形化

偏好图形化是一种结合了消费者测试和感官描述分析、用于探索 and 了解消费者喜好的解决方案。通过本服务，您可以预测消费者的行为，以及对某种产品的接受度。

我们的优势

- 可定制的解决方案 - 中国和欧洲之间的桥梁，精通中西环境的专业技术团队
- 专家技能 - 与欧陆欧洲感官实验室及遍布东南亚（中国、新加坡、泰国、马来西亚、日本和其他国家）合作伙伴密切合作，提供创新性服务
- 庞大的消费者数据库 - 在上海拥有逾10000名消费者的数据库
- 高质量的测试结果 - ISO 300 M 2认证的高度先进的研发部门，实验室拥有Focus Group Discussion（FGD）室和12间测试室
- 全方位技术支持 - 对中国本土市场的专注及创新思维

差异性测试

本测试可鉴定不同产品在感官属性上的异同，发现产品的潜在问题，协助您为消费者提供更好的服务。

培训服务

除了优质的研究调查，欧陆亦提供可定制的培训课程和研讨会，以加强您对客户了解，从而进一步加强消费者与产品间的纽带。课程通常面向企业的研发部门、市场部门、质量部门，以及大学和研究中心。

咨询服务

欧陆的感官咨询服务可帮助您在产品创新、质量保证以及在中国市场准确定位目标消费群等方面做出成功决策。





SENSORY ANALYSIS

What is it?

Sensory Analysis can be defined as in-depth understanding of a product's organoleptic quality by relying consumers for sensory analysis for obtaining quantifiable and objective data. Consumer sensing experiences (sight, smell, taste, hearing and touching ability) are combined with psychological, physiological and statistic measurements for testing your products.



How can Sensory Analysis benefit you?

Sensory Analysis helps enterprises to accurately and quickly grasp consumer perceptions and needs. Eurofins aims to better meet your customer's needs and improving your market competitiveness. Sensory Analysis provides relevant and specific solutions for optimizing your product.

Our scope

Eurofins Sensory Analysis is applicable to various industries where a high level of interaction between products and the consumers is essential. Eurofins Sensory Analysis in China is active in several industries such as

- Food industry
- Cosmetic industry
- Domestic appliances industry
- Fragrance industry
- Packaging industry
- Textile industry

Our Marketing and Sensory Solutions

Sensory profile

The sensory profile is used to identify and describe sensory properties of different products in a quantitative and objective way to provide you with

- Sensory characteristics of your product
- Positioning of your products in a competitive environment
- Targeting of the right customer segment

Consumer tests

Consumer tests are used to identify consumer preferences and target the right end-users for your products. Eurofins offers analysis to discover the strong and weak points of your goods. Consumer sensory studies can be performed additionally to understand customer's decisions on purchasing re-purchasing.

Preference mapping

Consumer tests are used to identify consumer preferences and target the right end-users for your products. Eurofins offers analysis to discover the strong and weak points of your goods. Consumer sensory studies can be performed additionally to understand customer's decisions on purchasing re-purchasing.

Our strengths

- Customised solutions – Bridge between China and Europe, professional team specialised in both Western as Chinese working environments
- Expertise – Innovative services by working closely with specialized Eurofins Sensory Labs in Europe and external credible partners all over South East Asia (China, Singapore, Thailand, Malaysia, Japan and others)
- Extensive customer base – More than 10,000 customers in Shanghai
- Quality of results – Highly developed Research and Development, certified with ISO 300 M2, lab equipped with Focus Group Discussion (FGD) room and 12 booths
- Relevant and targeted support – Know-how of local Chinese market needs



Difference tests

Difference tests identify differences or similarities between products. Eurofins helps you to recognize potential product issues and supports you in providing better services to your customers.

Training

Besides high quality research, Eurofins also offers customized training courses and workshops to sharpen your customer knowledge. Sensory analysis courses and workshops are designed to facilitate and empower professionals to strengthen consumer-product relationships. Courses are typically given to R&D, Marketing Quality departments, as well as universities and research centers.

Consulting

Eurofins consulting services enable you to make successful decisions on innovative product development, quality assurance and targeting the right customers within the Chinese market.