



Global sensory evaluations and consumer studies



Sensory attributes such as look, smell, sound, taste or touch can play a significant role in a consumer's experience with your products. Understanding a consumer's sensory experience can help uncover design flaws and key marketing features you will need to know for a successful product launch or to differentiate your items in the marketplace.

Our sensory panels, comprised of trained experts, evaluate your products to determine if they are consistent with your preferred sensory characteristics and to uncover what is needed for optimization. Consumer panels assist you in measuring potential market acceptance and help you enhance product features to maintain a competitive advantage.

Our industry knowledge, analytical expertise and technical skills come together in our state-of-the-art facilities to help you and your products influence consumer purchasing decisions and build brand loyalty.



Sensory Industries



Food and beverages



Personal care and beauty products



Household cleaners



Paper products



Medical devices (class 1)



Fragrances



Over the counter medications/supplements



Pet items

Jewelry

- Trained descriptive panels
- Shelf-life and stability studies
- Degree of difference testing
- Product cuttings
- Claim substantiation and product optimization
- On-site sensory testing and product evaluations
- Comparison testing

Consumer studies

- Central location tests
- Consumer panels
- Home use tests
- Focus groups
- Preference and parity evaluations
- Concept testing
- Category reviews

Training and consultative services

- Sensory specification development
- Screening and training programs
- Taste and odor acuity
- Competitive assessments
- Questionnaire development
- Statistical analysis
- Trend interpretation

Sensory resources

- Sensory facilities including a CLT room (central location testing), test kitchen, focus group room, personal care lab/sink room, sensory booths, color masking lighting, and more.
- Trained panel moderators
- Consumer database
- Statistical software
- Laptops and electronic questionnaires

To learn more about UL's sensory services, please visit CRS.UL.com or contact us at <https://CRS.UL.com/en/contact/>.



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