

Ethical, Sustainable and Safe Food

MARKET INSIGHTS

HOW CAN WE BENEFIT YOUR BUSINESS?

PSI has an extensive network of contacts to conduct independent market research.

We can provide qualitative data on the fresh and prepared produce sectors.



Example projects

- Understanding from retailers and suppliers why a specific country's top fruit was not acceptable in the UK and what action could be taken
- Review of grapes- sources, varieties, benefits and weaknesses by country
- Review of the implementation of IPM practices and potential PSI has 6 experienced technologists for expansion in Spain
 PSI has 6 experienced technologists all with extensive retail and supply
- Identify key ethical and environmental and market drivers in German and UK supermarkets and understand marketing potential
- Review of cut flower industry in East and South Africa





Market knowledge:

- Do you need to understand market drivers in a product area?
 - Do you want a candid view from retailers and suppliers on the potential for new products?
 - what key issues need to be considered?
 - Can you gain market share by promoting product benefits vs competition?



Who are we?

PSI has 6 experienced technologists all with extensive retail and supply based experience. Product expertise includes: fresh & prepared produce, flowers, confectionery, soft drinks, chilled convenience foods, canned, grocery & dairy products.

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