

## CASE STUDY

# BENCHMARKING CONSUMER GOODS

Utilising performance testing to benchmark own-brand consumer goods

**A leading global retailer was developing a range of own-brand consumer goods and needed support with performance testing a wide range of product categories. The data generated was used to inform product design, price point placement, market positioning, and benchmark against competitor products.**



### The challenge

Upon embarking on the development of their own-brand consumer goods range, our client identified that they lacked the knowledge and capabilities to performance test their new products. They therefore appointed Intertek as a trusted partner with the expertise to support them in testing consumer goods across many different categories.

### Intertek's solution

Following in-depth discussions about our client's requirements, we designed and performed bespoke test plans for each product. The test plans focused on the consumer experience and benchmarked each product for:

- Ease of use
- Overall performance
- Overall quality
- Functionality
- Design and aesthetics

### The outcome

By outsourcing their product testing to Intertek, our client gained the ability to quickly test a high volume of products whilst internally focusing on product development. Ultimately, this reduced their time to market, saved internal resources, and allowed them



to confidently develop quality consumer goods. Intertek now routinely performs testing for our client as part of an ongoing programme to support their product development pipeline.

### The Intertek Advantage

Our technical experts develop customized test plans that rigorously evaluate your product's performance across various metrics, tailored to your goals—whether benchmarking against competitors, supporting buyers' purchasing decisions, or gathering performance data for your R&D department.

Leveraging our extensive experience and a comprehensive repository of benchmarked test plans for consumer products, we ensure a thorough evaluation that emphasizes user experience, from packaging through to end use.

Our expertise covers hundreds of consumer goods product categories, including textiles and apparel, PPE, fashion accessories, footwear, sporting goods, toys, pet products, furniture, candles, DIY products and food contact products

With over 30 years of experience, our UK team has been at the forefront of navigating complex technical regulations. We provide comprehensive services to ensure the quality, performance, safety, and sustainability of your consumer goods.

Contact our expert team to discover more about how we can support you in performance testing and benchmarking your consumer goods.

**FOR MORE INFORMATION**



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