



**QUANTITATIVE & QUALITATIVE
CONSUMER TESTS**

CONTACT US

Tel: (33) 1 3079 9250

syres@syres.fr

✉ SYRES, 4 Rue de Gally

78450, Chavenay

France

CONSUMER RESEARCH

WHO ARE WE?

Syres is an institute founded in 1996 and specialized in quantitative and qualitative consumer tests for almost 20 years.

Our expertise in consumer tests, sensory analysis and qualitative studies is renowned in France and worldwide.

- An independent team highly experienced,
- An innovative structure based on curiosity, listening, advice and anticipation,
- Attentive observation of current consumer behavior,
- A recognized know-how in data analysis and consumer files management,
- A synergy of skills in R&D and marketing.



GLOBAL SURVEY

INTERNATIONAL EXPERTISE

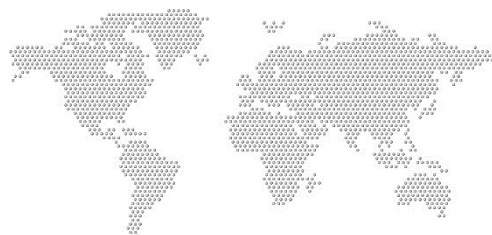
French and Singapore offices and several partners across the world:

- Europe: **France**, UK, Germany, Spain, Italy, Sweden...
- North America: Canada, USA
- South America: Brazil, Argentina, Mexico...
- Asia: **Singapore**, China, India, Japan, Korea, Malaysia, Indonesia, Thailand...
- Australia
- Middle East, Dubai...

We regularly audit and assess our

ESOMAR partners to ensure ethical practice and professional standards.

Syres controls all stages of the study and performs data analysis as well as final report.



SUPPORT & ADVICE

FROM LABORATORY TO MARKET INTRODUCTION

We guide our clients with two viewpoints:

- The developer's vision, attentive to the intrinsic qualities of the product,
- The marketing manager's vision, concerned about consumer needs and satisfaction.

Our tasks:

- To target the best consumer profile,
- To design relevant questionnaires,
- To objectify the consumer's evaluation,
- To validate new claims,
- To report the advantages and weaknesses of the product,
- To identify atrisk populations,
- To anticipate markets tendencies.



OUR SERVICES

QUANTITATIVE STUDIES

- Multi-centric tests
- Use tests
- Consumer tests (efficacy and acceptability evaluation)
- Consumer tests with photos
- Self-assessment tests with intermediate controls
- Sensory analysis
- Formulation help
- Packaging tests
- Validation of claims

QUALITATIVE STUDIES

- Consumer insight
- Flash test
- Sniff test
- Packaging test
- Concept test
- Validation of claim
- Trends survey
- Explorative studies
- Focus group/Meeting with consumers
- Face to face interview/Home interview

OUR CONSUMER DATABASE

PANELISTS ALL OVER THE WORLD

- More than 1700000 volunteers worldwide thanks to our network of partners.
- An in-house panel exclusively dedicated to Syres with more than 28000 panelists (France and Singapore).
- Multi ethnic (Chinese, Malay, Indian, Caucasian...).
- Aged between 18 – 70 years old.

Data documented with more than 160 information per volunteer:

Ethnicity, complexion, sex, age, skin characteristics (skin type, sensitivity, concerns), purchasing habits, consumer behavior (face care, make up...).



OUR TOLERANCE EXPERTISE

A VALUABLE ASSET

All our previous results studies are recorded in our databases and

provide various uses like studying the positioning of the product tested among all the products of the same range in terms of tolerance and its general appreciation.

This database includes:

- The percentages and types of discomfort and intolerance,
- The percentage of panelists who stopped the test for discomfort, intolerance or for cosmetics reasons,
- The overall evaluation mark for each product tested,
- The discomforts and intolerances influence on the overall evaluation.

