

Sensory Fusion Market 2017 Global Analysis, Opportunities and Forecast to 2021

Sensory Fusion Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

PUNE, INDIA, May 26, 2017 /EINPresswire.com/ -- Summary

"TrendSights Analysis: [Sensory Fusion](#)", covers the Sensory Fusion trend within TrendSights framework. The analysis covers what the trend is, why it is important, who is most influenced by it, and how brands and manufacturers can capitalize. The research concludes by identifying where the trend is heading next and how long it will last.

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Consumers are unconsciously controlled by the thousands of sensory stimuli they experience on a daily basis as they see, hear, smell, taste, and touch brands. Formulators and brands are increasingly capitalizing on this, improving their sensory marketing to engage with customers. Despite this, the trend is still in the era of sight and sound marketing for many brands, with huge untapped opportunities in appealing to all of the senses as much as possible to create one unified customer experience. Generating a multisensory brand experience not only increases perceived value, but also makes a product more memorable.

Scope

- Include ingredients in product formulations that appeal to different senses.
- Improve the texture of products to enhance the consumption experience.
- Embed technology to enhance sensory stimulation.
- Meet demand for more customized flavors, especially in the non-alcoholic drinks category.
- Use experiential marketing to generate a multisensory brand experience.

Reasons to buy

- Identify how the Sensory Fusion trend impacts upon various FMCG categories.
- Gain insight into the key consumer segments that are most likely to be drivers of innovation.
- Put innovative products into context by connecting them to specific consumer trends and needs.

Table of Content: Key Points

Trend Snapshot

What is Sensory Fusion?

Why is Sensory Fusion important?


Who is driving Sensory Fusion?

How can Sensory Fusion be capitalized on?

What next in Sensory Fusion?

Appendix

...Continued 

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