

ThinkThin - The low-carb bar Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future

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Summary

WiseGuyReports published new report, titled "Success Case Study: thinkThin - The low-carb bar with a 20g protein content".

"Success Case Study: thinkThin" is part of Successes and Failures research. It examines the details of and reasons behind thinkThin's positive performance in the US. It delivers the critical "what?", "why?", and "so what?" analysis to teach you crucial lessons that increase your chances of launching successful products.

Coming on the heels of other low-carb offerings, this high protein snack found a niche among those wanting to lose weight and take charge of their snacking. The product was able to penetrate the nutrition bar market and capitalize on diet-conscious consumers.

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Scope

- Having one goal to reach as a team helped the brand to reach its overall aim.
- Anticipating future trends helped the brand to exploit a gap in the market for a high-protein and low-carb offering.

Key points to buy

- Use selection of successful and failed product launches and marketing campaigns from across the globe to inspire innovation.
- Reduce the risk of failure by learning from brands/products that have under-performed: failed innovation can severely impact profit and reputation.
- Understand the relevant consumer trends and attitudes that drive and support innovation success so you can tap into what is really impacting the industry.
- Gain a broader appreciation of the fast-moving consumer goods industry by gaining insights from both within and outside of your sector.
- Access valuable strategic take-outs to help direct future decision-making and inform new product development.

Table of Contents



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AKASH ANAND
ASST.MANAGER - BUSINESS DEVELOPMENT

sales@wiseguyreports.com
Ph: +1-646-843-9312 (US) Ph: +44 208 133 9349 (UK)

<https://www.linkedin.com/company/4828928>
<http://twitter.com/WiseGuyReports>
<http://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

thinkThin - The low-carb bar

About Successes & Failures Case Studies

Summary

What?

Why?

Take-out

Appendix

About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

email us here

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