



# pplinsights

specialists in sensory and consumer research

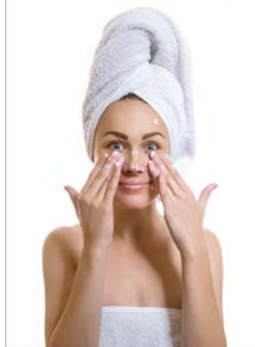
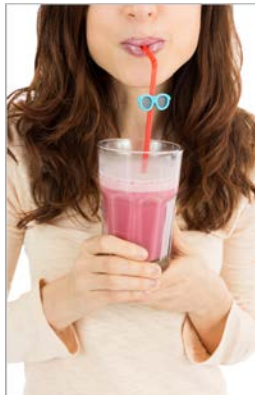


**PPL Insights** (formerly **product perceptions**) offers a range of sensory and consumer research services in the UK and internationally.

We partner with FMCG manufacturers and retailers on food and drink, personal care and household products.

Helping you optimise concepts, products, range, price, packaging and positioning.

Using both qualitative and quantitative techniques, we get you closer to understanding your consumers.



- insight driven and action-oriented research
- highly experienced team
- commercial understanding
- strong analytics with clear communication
- robust methodologies

[www.pplinsights.com](http://www.pplinsights.com)

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For more information, [come and see us at our exhibition stand](#) or contact **PPL Insights**

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