Seeking Research Exploring Consumer Behaviour and Shifts in Product Choice and Acceptability in Sweet and Savoury Snacks

Mondelēz International is a multinational confectionery, food, and beverage company, empowering people to snack right in over 150 countries around the world. Mondelēz International are seeking academic research that betters the understanding of consumer behaviour towards snacking (food and beverages), in particular changes in product choice and liking in biscuits, chocolates, and sweet and savoury snacks.

The team are interested in Consumer Science, Behavioural Science, Psychology, Sociology and Sensory Science approaches to understanding trends and behaviours in snack food and drink product liking. In particular the team would like to identify new research in the following areas:

- How flavour, texture and visual cues and perceptions affect consumer behaviour
- Significant changes in product liking with change in consumer age and attitude (e.g. climate/sustainability concerns)
- How consumers grow to like certain snack foods with age (i.e. changes in context of an ageing population)
- Claimed consumer behaviour vs actual consumer behaviour

Approaches of Interest:

Mondelēz International are interested in both system 1 and system 2 methodologies to elucidate consumer behaviour around their snack foods. The team is not interested in research exploring consumer behaviour in relation to recommended food guidelines or barriers to dietary changes, or changing trends as a result of the COVID-19 pandemic.

Stage of Development:

Mondelēz International are interested in innovative research into consumer behaviour in relation to sweet and savoury snack foods. The team is particularly interested in connecting with academic experts at the cutting edge of snack food-related consumer behaviour research, and validated research or methodologies that explore food product choice and liking.

Submission Information:

Submission of one page, 200-300 word briefs are encouraged, along with any optional supplementary information e.g., relevant publications and patents. In submitting to this campaign, you confirm that your submission contains only non-confidential information.

Opportunity for Collaboration:

Mondelēz International is open to a range of collaboration opportunities, including building ongoing relationships with academic researchers and partnering with research institutes, with the potential for project co-funding. The most appropriate outcome will be decided on a case-by-case basis.

Opportunities sought

- Technologies
- Academics and expertise
- Centres of excellence
- Research projects
- Spinout companies

Submissions

Please submit relevant, non-confidential opportunities online via: discover.in-part.com

Deadline: 5th December 2022 - 11:59 pm GMT

Have any questions?
Contact our team at discover@in-part.co.uk

Mondelēz International is an American multinational confectionery, food, and beverage company. Their aim is to lead the future of snacking around the world by offering the right snack, for the right moment, made the right way.