

**Problems for discussion
to chapter
Success Factors in New Product Development
in the Food Sector
in
Consumer trends and new product opportunities in
the food sector**

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Problems for discussion

- ❖ What is the consumer role in the process of creating food product innovations and how may it be translated into their market success?
- ❖ Why predicting and following consumer trends may bring success to food manufacturers?
- ❖ What can be the future trends of innovations development in the area of food products?
- ❖ What kind of factors decide about faster acceptance of new products among consumers?

Problems for discussion

- ❖ Why is so important for the enterprise to put new products on the market?
- ❖ What kinds of innovations are the most frequently noted among food products?
- ❖ How can the enterprise avoid failure of new food products?
- ❖ How can be promoted product innovations on food market among potential buyers?
- ❖ Think about the examples of food products which have not been accepted on the market.