

REPLENISHMENT MODEL WITH A REUSABLE PACK

Häagen-Dazs



GAME CHANGERS



The Challenge

In times where single-use packaging are less and less acceptable, we tested a breakthrough sustainable replenishment subscription model for Häagen-Dazs with Loop. Loop would automatically replenish the product after consumers returned it in a nice and reusable container ensuring consumers' favorite flavors are always at their fingertips.

Process & Outputs

Leveraging our legacy in service and new business testing & forecasting, we evaluated this unique concept with Vantis 2.0 on a number of established KPIs including the decision journey and Ipsos' innovation archetypes.

The Results

The outcome of the research revealed an average performance overall. Although the concept is seen as unique and well explained, it is penalized by a lack of relevance (Do I really need this ?) and a price perceived as too premium leading to an archetype classification as "Skeptical". Beyond the results themselves, we've been able to identify a strong consumer interest for sustainable initiatives of this kind as well as drivers of interest (reusable container, sustainability motivations) and barriers to adoption. This concept would likely fail if launched now but might benefit from a stronger consumer readiness for acceptance in a near future.

Do you want to know more?

Contact Jens Dupont, Associate Director, at +45 2855 8612 or Jens.Dupont@ipsos.com

