

Snackapfel – Ein Segment mit Potential?

Konsumententest 2016

Jonas Inderbitzin

Agroscope

www.agroscope.ch | gutes Essen, gesunde Umwelt

 11.+ 12. März 2016



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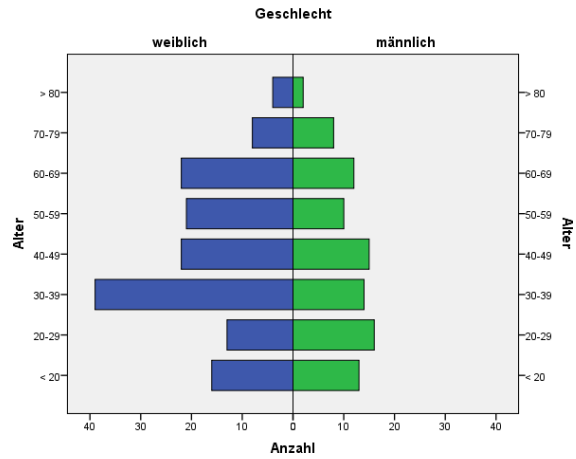


Demographie

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♀=145

♂=90

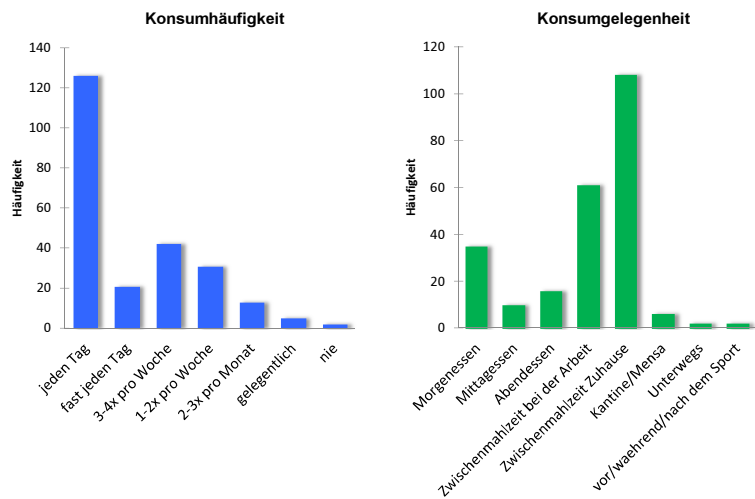


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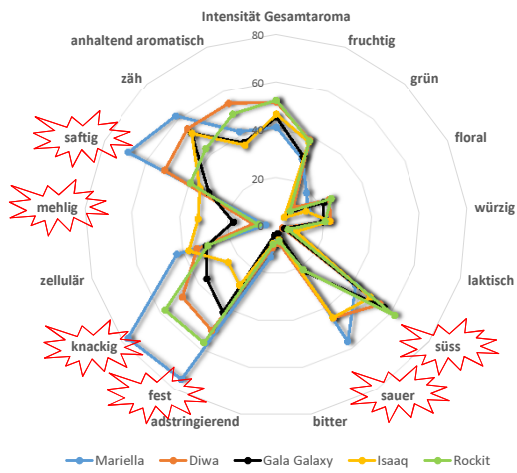
Demographie



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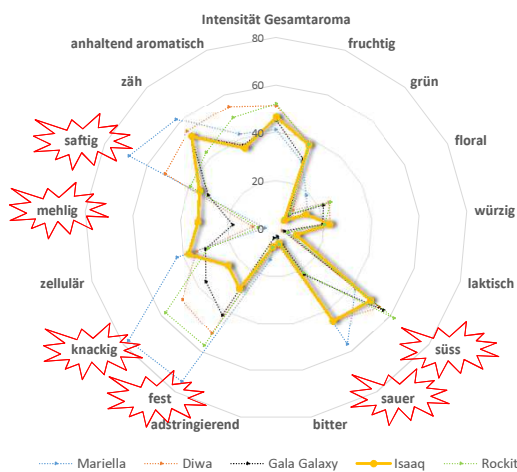
Sensorikpanel



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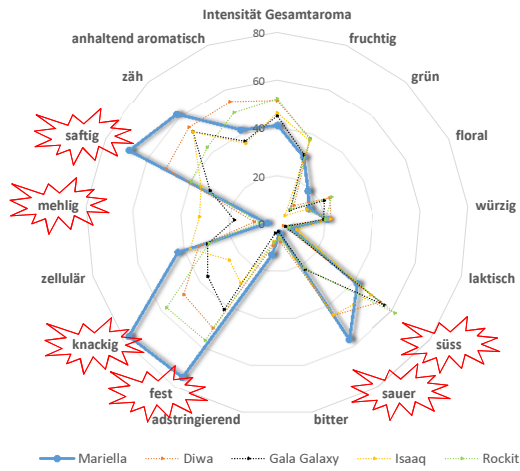
Sensorikpanel



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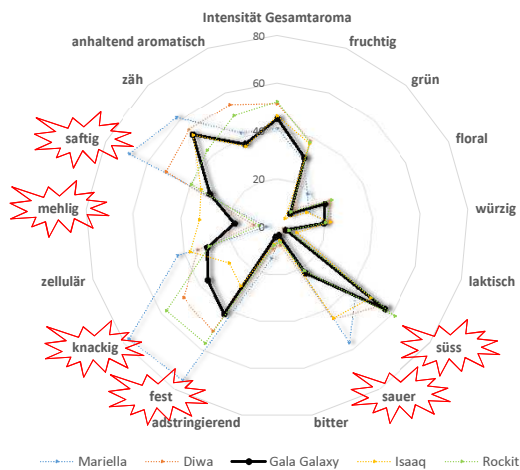
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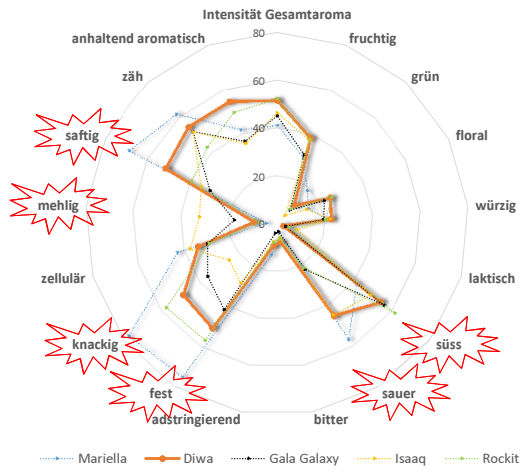
Sensorikpanel



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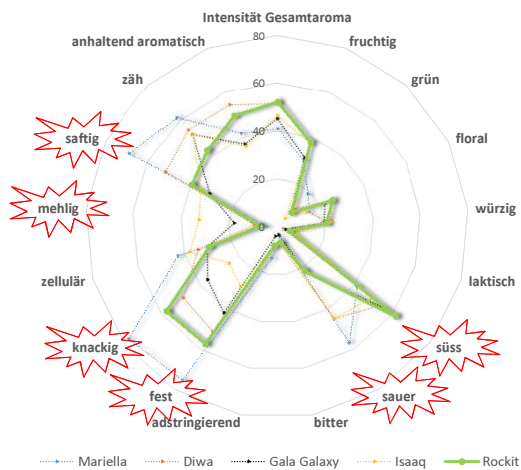
Sensorikpanel



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Sensorikpanel

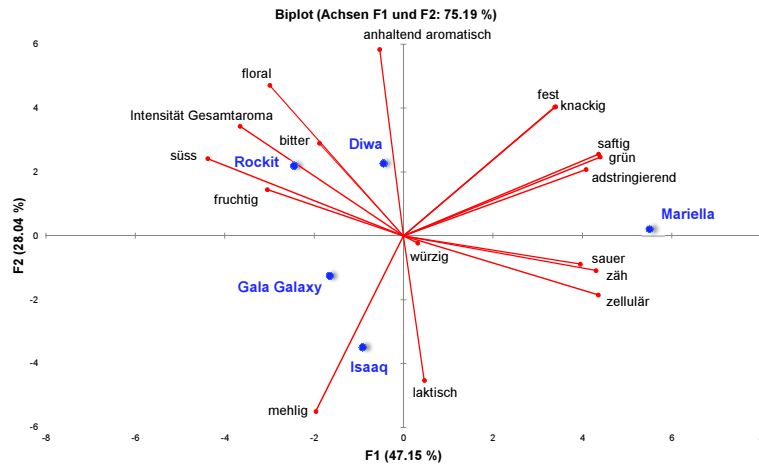


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Hauptkomponentenanalyse

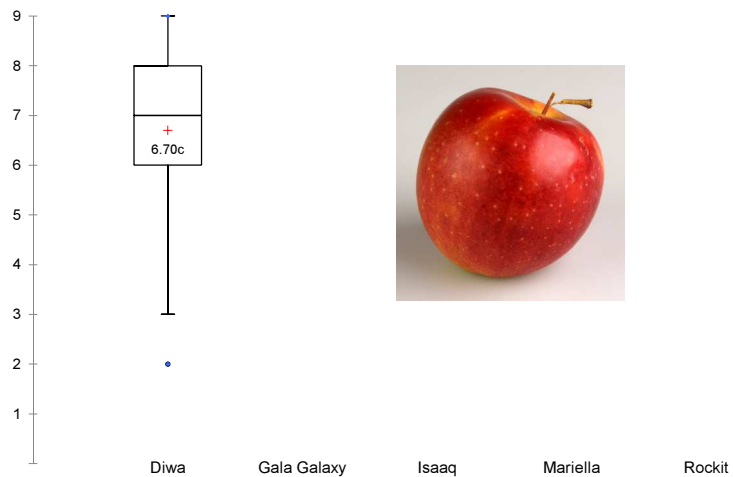


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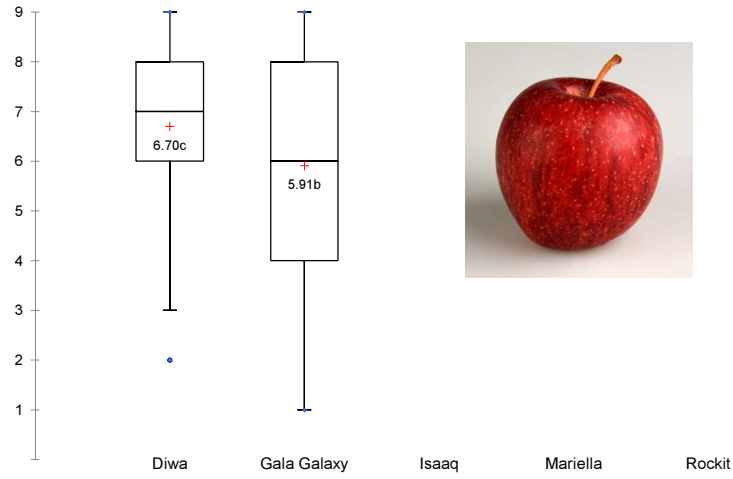
Liking



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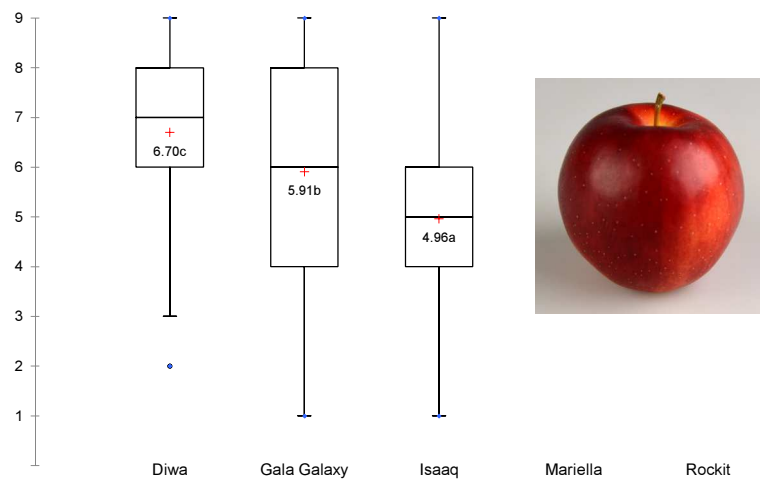
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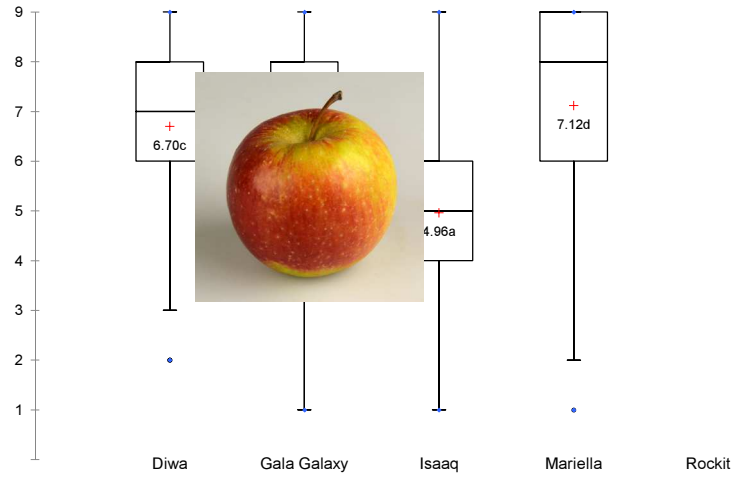
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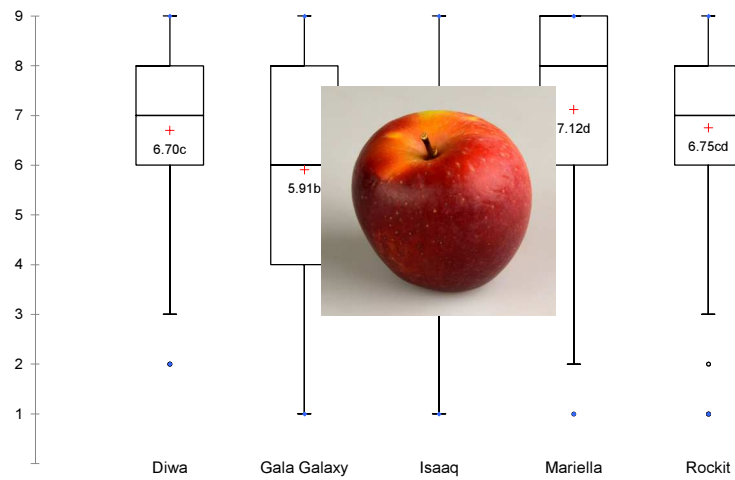
Liking



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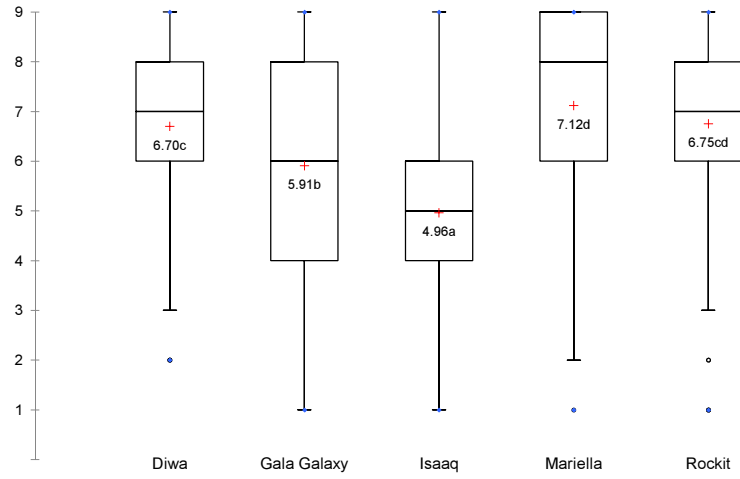
Liking



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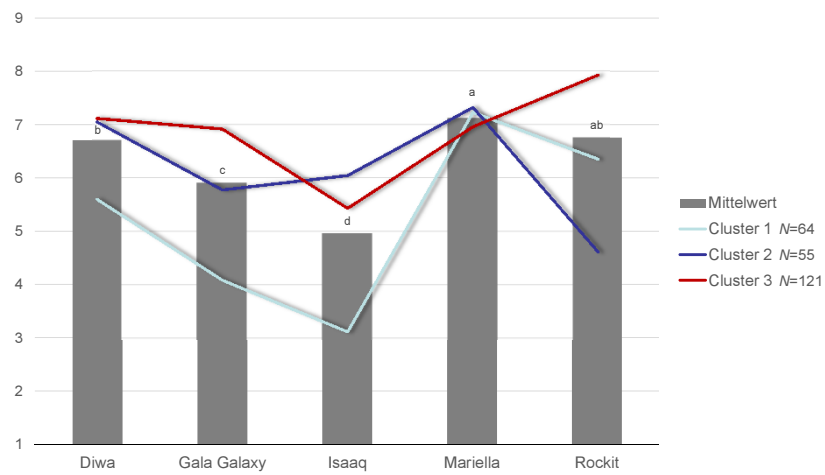
Liking



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Clusteranalyse



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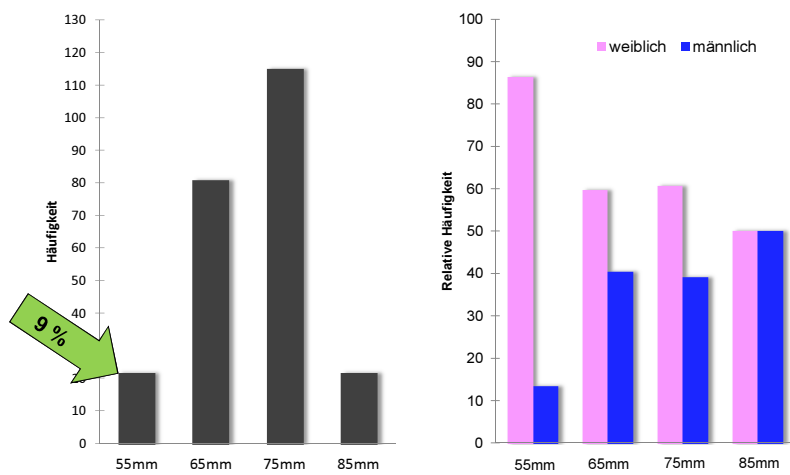
Fruchtgrösse



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Fruchtgrösse

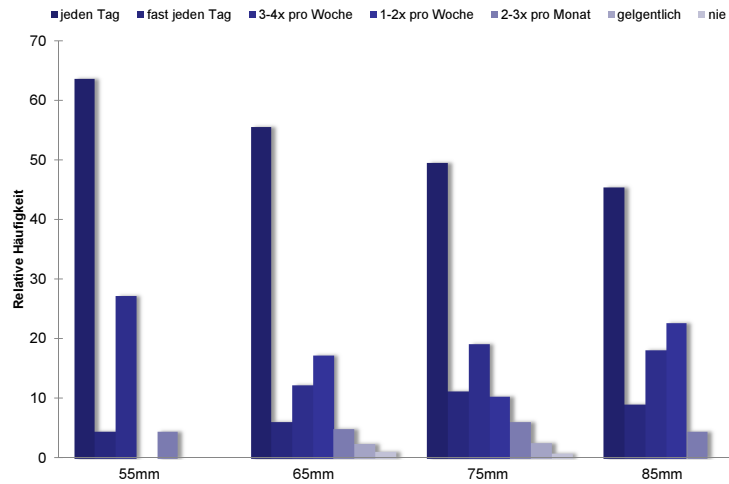


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Fruchtgrösse - Konsumhäufigkeit

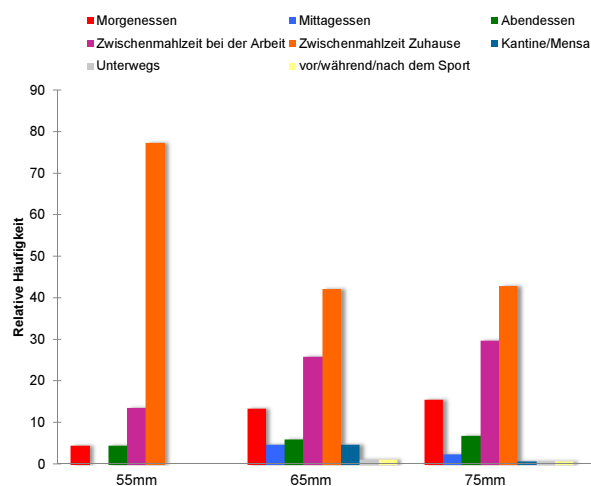


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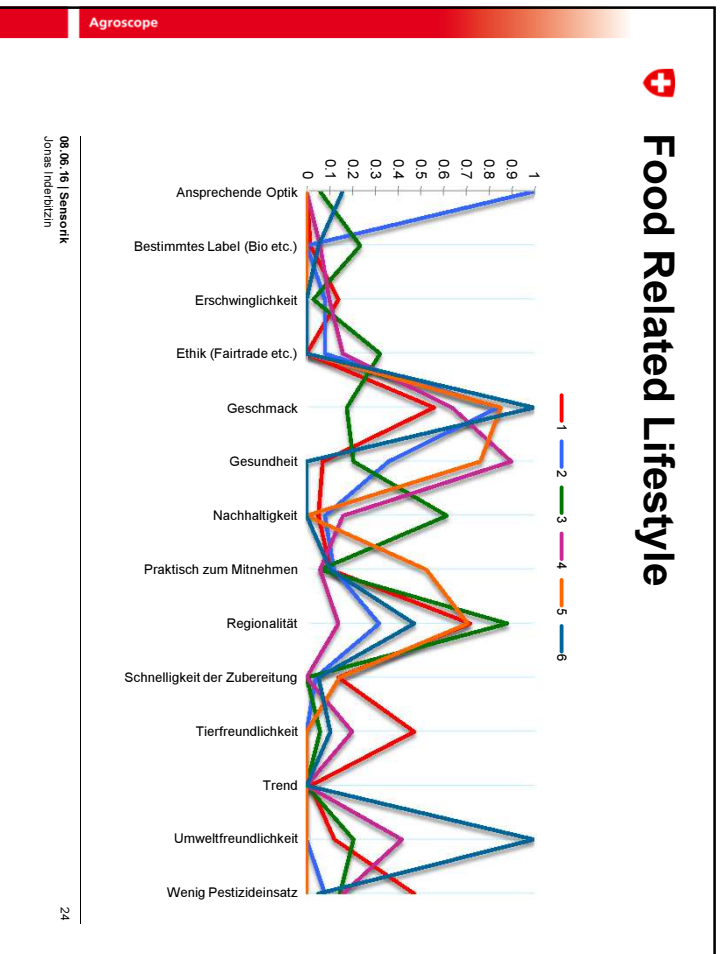
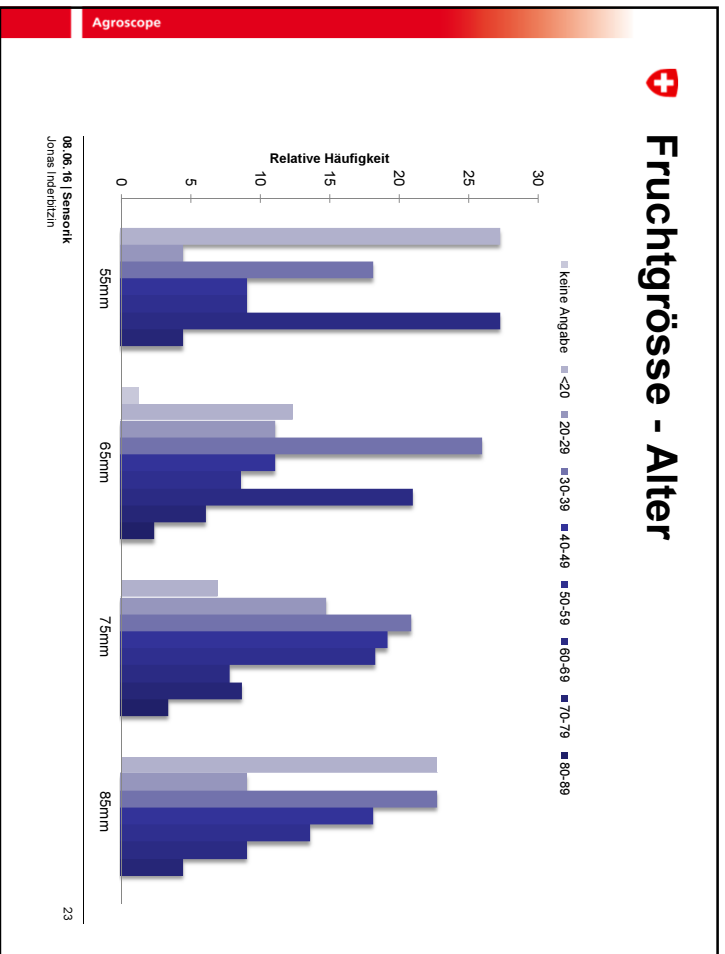


Fruchtgrösse - Konsumgelegenheit

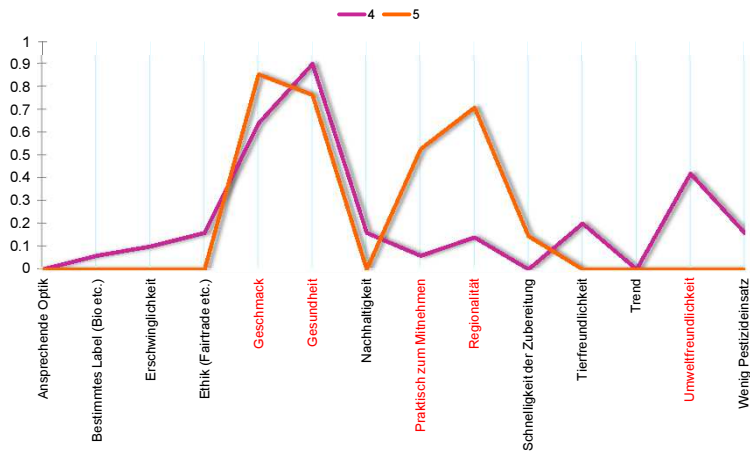


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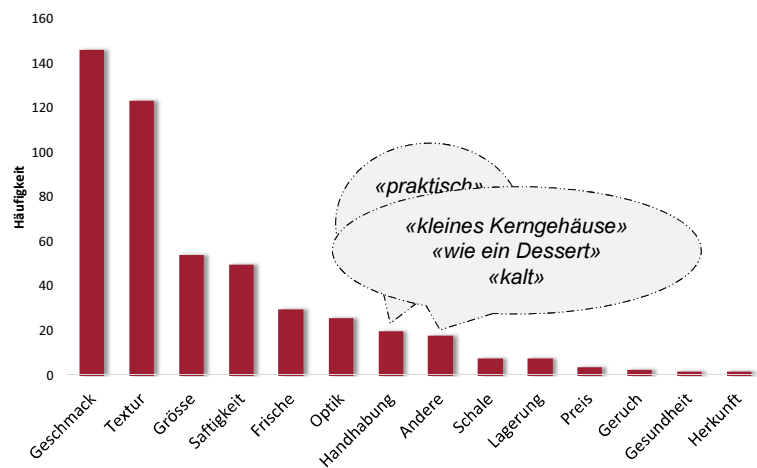
Food Related Lifestyle



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Wie soll der ideale Snackpfel sein?



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Danke für Ihre Aufmerksamkeit



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