

Consumer / Sensory Testing Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a consumer and sensory testing plan — test type (blind taste, home-use, concept), sample and questions, benchmarking vs competitors and go/no-go criteria — so you validate product appeal before scaling. Use it before launch or a reformulation. For the development flow use the New Product Development Plan.

Purpose of this tool & output

Test taste and appeal before you scale

How the output is used

Use it to test taste and appeal before you scale — a consumer and sensory testing plan that de-risks the launch.

Important cautions

Test blind and unbiased with real target consumers; friends-and-family praise is not validation.

Companion documents

- New Product Development Plan
- Packaging Design Brief
- Label & Legal Metrology Compliance Check
- FSSAI Product & Licence Compliance
- Contract Manufacturing / Co-Packing Setup
- Shelf-Life & Stability Planning

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.