

In focus

Personalisation:
the trend, the
challenges and
the reality



The drive for personalisation crosses all consumer sectors, from beauty products to beverages to food and nutrition. We're seeing personalisation increasingly delivered by the smaller start-ups and innovators which are better responding to the consumer demand for a more bespoke product. The bigger brands – whether through a reluctance or failure to get on board quickly enough - risk losing market share to these newer and more nimble brands.



Personalisation is about creating and delivering a product which is tailored, relevant and meets consumers' needs at an individual level. But, unless you are creating something completely unique every time - which is possible but can be at vast expense - how can the mass market respond and deliver such a personalised experience?

We're working with clients across sectors to consider and address this personalisation trend. We're asking "how personalised is personalisation?" Is it truly personal or a 'pick and mix' solution based on a number of developed profiles? Does it matter? Is it more about the expectation of the consumer who wants to feel as though they're getting something that better meets their needs and therefore is 'good enough' or does it need to be a deeper dive into a more bespoke product?

We believe that tangible scientific insights, for example through diagnostics, can deliver stronger product claims and results, building more trust, transparency and a closer bond between brand and customer.

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Defining Personalisation

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This is driving the consumer to make more demands of organisations, businesses and individuals to better meet their specific – and therefore more personalised – needs.

Across product categories, this means creating new variants that are also tailored to numerous individual factors such as age, lifestyle, climate, gender, ethnicity, geographies, or any number of more specific biological markers like melatonin levels, antioxidant levels and exercise levels. As the need for ‘personalised’ increases, customised formulations will take centre-stage.

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But what do consumers want to personalise, at what level, and how do companies respond?

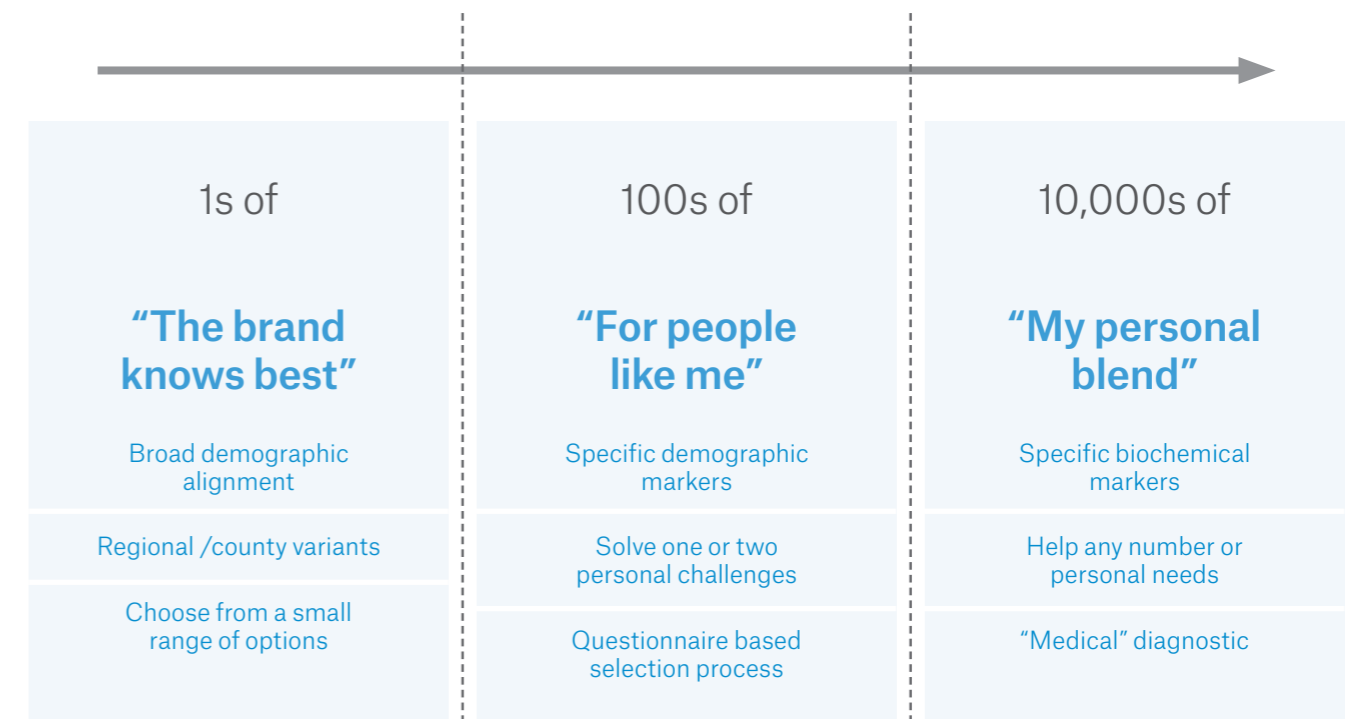
Personalisation could be explored through considering a sliding scale between something functional and providing a benefit, and / or delivering against a better experience.

Brands can leverage a range of technologies to deliver levels of personalisation against both axis to either a greater, lesser or equal extent. It’s in part the desire to innovate and develop the right technology - and to do so quickly - that has created the space for the small start-ups to capture this area of so many markets.

There are of course other considerations here such as how you message the benefits and what they are, for example, functional and aesthetic.

We’re already seeing how personalisation is being addressed in the personal care and beauty market where consumer demands for products that better meet their specific skin or hair needs are being met in a variety of ways. In many ways this has been done for years, but what is changing is how much personalisation is now possible. We’re seeing personalisation being delivered through formulations, devices and technology.

Level of personalisation / #product variants



For example, **Nu Skin** is one of the leaders in creating a platform of products that meet the desire for a personalised skincare regime and delivers a more tailored experience for consumers.

Working with Sagentia, Nu Skin developed **ageLOC Me** — a system that enables around 2,000 possible anti-aging serum combinations to be elegantly blended and dispensed at the sense of the user’s hand.

Other brands are also turning to technology; HiMirror, originally launched in 2016 by the New Kinpo Group, offers users an Amazon Alexa voice-controlled smart mirror that provides tailored beauty advice after a visual diagnosis of the user’s skin. The HiMirror integrates AI to offer a daily skin analysis and personalised recommendations as well as augmented reality to allow the user to try on make-up virtually.

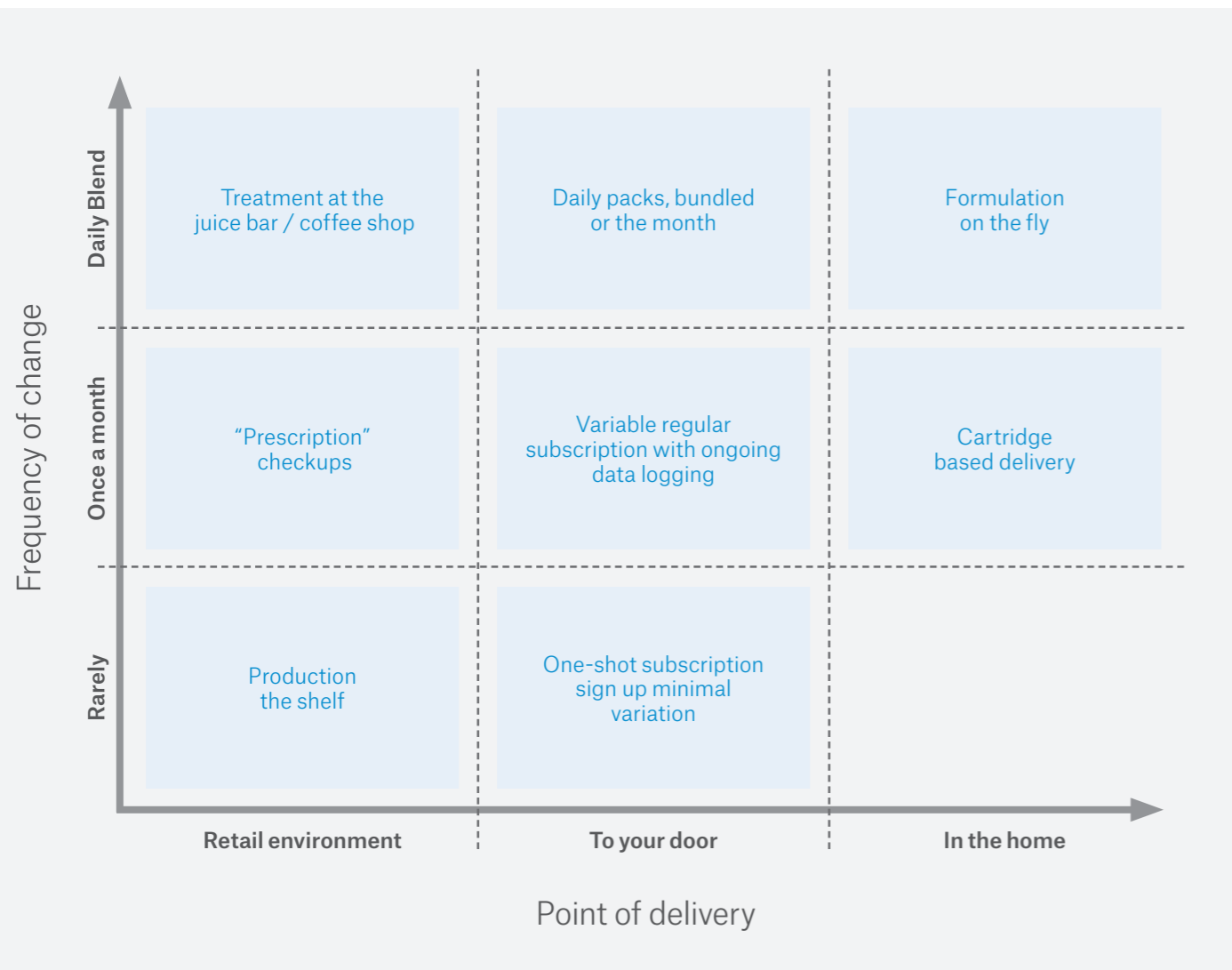
In the food and beverage sector we can see developments in personalised nutrition.

For example, the company Nurished is 3D printing gummy vitamins based on users' personal choice: Consumers visit the website, pick from 27 active ingredients and a vitamin including these choices is created and mailed direct.

Tespo has a different approach and developed a product to dispense personalised vitamins. The vitamins are delivered in pods which are inserted into the dispenser. The user then adds water, inserts the Pod and, because Tespo knows your formula, mixes the precise amount of water and delivers a drink with your own formula.

With food and beverage there is likely to be more questions around the quality control and safety of such claims to delivering something that's more personalised.

In a retail environment for example – where you purchase vitamins off the shelf in-store – regulatory requirements ensures the product has been tested, meets the guidelines of the country and this is reflected in labelling. How can this be achieved with something that's more bespoke?



Why Sagentia

Sagentia can influence at every touchpoint of the personalised consumer journey from diagnosis, ingredients and formulation, accumulating and storing data, AI, product development, delivery and precision at the point of dispense, and novel processes.

There is also the question for organisations about the delivery of personalisation; is it done in the home, in-store, or in a 'third place' such as a restaurant or gym. Each environment offers pros and cons from where the technology sits and what level of personalisation can be offered with limitations in the home and more options elsewhere.

Regardless, the move to personalisation is genuine and as it becomes more commonplace and the consumer demands more of it, the levels need to become more specific, more 'real' if you like.



About Sagentia

Sagentia is a global science, product and technology development company. Our mission is to help companies maximise the value of their investments in R&D. We partner with clients in the consumer, industrial, medical and oil & gas sectors to help them understand the technology and market landscape, decide their future strategy, solve the complex science and technology challenges and deliver commercially successful products.

Sagentia employs over 150 scientists, engineers and market experts and is a Science Group company. Science Group plc (AIM:SAG) is an international, science-led services and product development organization. Its specialist companies, TSG Consulting, Sagentia, Oakland Innovation, OTM Consulting, Leatherhead Food Research and Frontier Smart Technologies, support the product innovation lifecycle, enabling clients to deliver on their investments in R&D. Science Group's services fall into four broad categories: Applied Science, Product Development, Technology Advisory and Regulatory. These services are combined with vertical market expertise in the Medical, Consumer, Food & Beverage, Industrial, Chemical and Energy sectors. With offices throughout Europe, North America and China/Hong Kong and with over 30 languages written and spoken, Science Group supports a global client base.

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