



Evaluating R&D Strategies of FMCG Firms to Uncover Their Innovation Framework



• OBJECTIVE AND SCOPE

The client, a leading FMCG company, was looking into their competitors' R&D and investment strategies. It wanted to understand their R&D efforts across multiple aspects, and sought Benori's support to:

- Investment levels in R&D, including locations, models, the number of R&D centers, and the talent pool
- Identifying current and future R&D focus areas, including recent technological advancements, partnerships, etc.





● APPROACH

To assess the competitors' R&D strategy, we leveraged public databases for capturing patent filings, publications, and clinical trials to understand focus areas and upcoming innovations. Company reports and industry analysis provided insights into R&D investments, locations, talent acquisition, partnerships, and areas of excellence. We were also engaged with senior stakeholders of the company for further validation.



● METHODOLOGY



Secondary
Research



Primary
Research



Data
Modeling



● IMPACT

The research helped the client to:

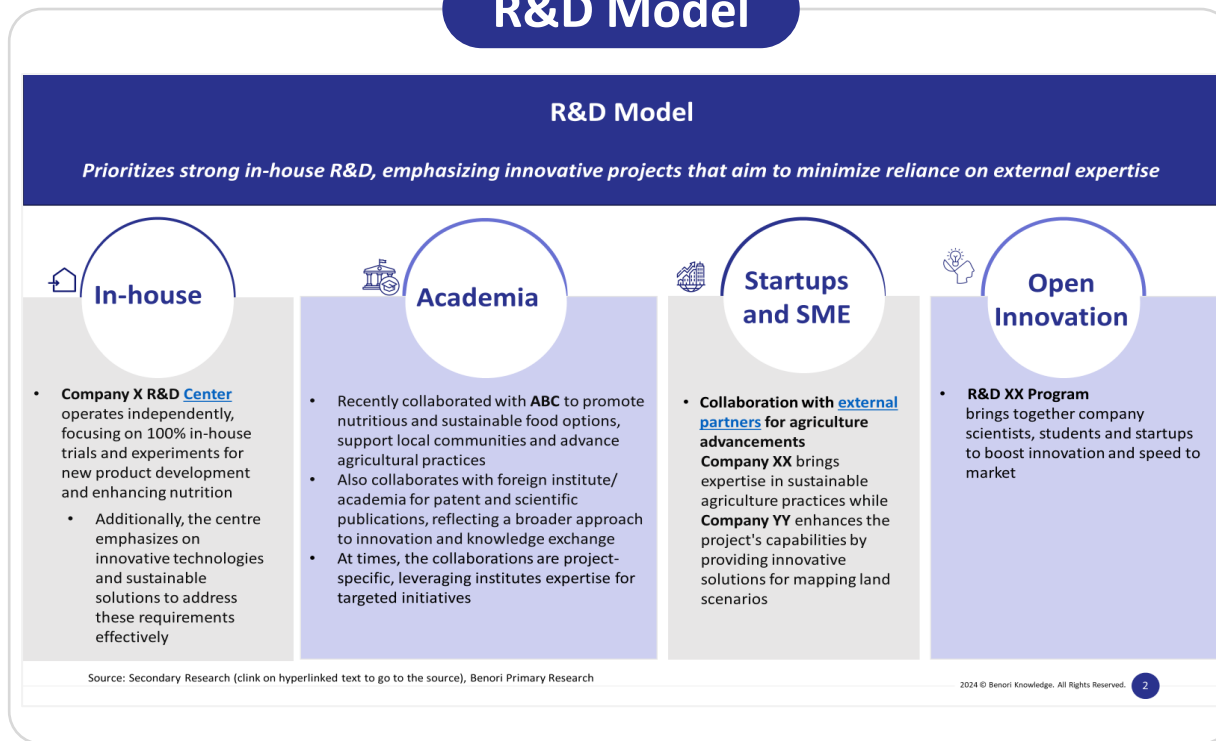
- Gain insights into the areas focusing on competitors' R&D efforts, allowing identification of emerging technologies and potential threats or opportunities
- Make informed decisions about their innovation pipeline, resource allocation, and potential partnerships



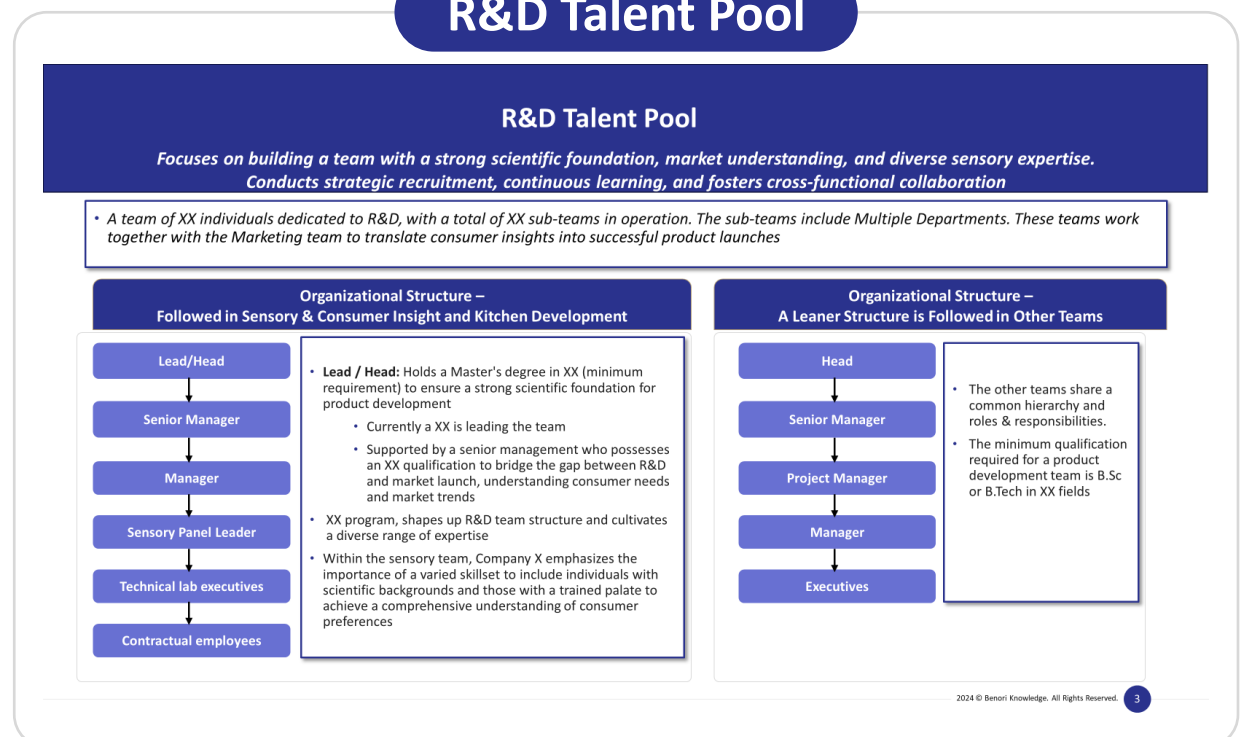


• SAMPLE OUTPUT

R&D Model



R&D Talent Pool



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