Packaging & Shelf-Set Testing

FOR A GLOBAL HEALTHCARE COMPANY

Tested a COVID-19+Flu self-test package in country-specific competitive shelf sets across four markets. Measured time to choose, brand, and color selection, then evaluated an optimized design in a second phase.

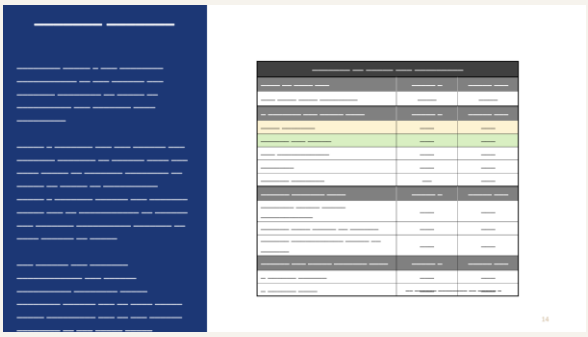
01 **Shelf behavior exposed market differences**
Measured time to select and each product's share of choice, showing how competitive performance and the decision process varied across local assortments.

02 **Color selection guided the design decision**
Compared two package color variants in the initial phase. A consistent preference across markets gave the team a clear direction for further refinement.

03 **Early feedback informed a stronger package**
Used initial results to optimize visibility and communication. The second phase recorded higher product selection in all four markets, supporting the revised design.

04 **Clear communication supported distinction**
Examined selection versus the brand's existing product and feedback from competitive choosers, identifying market-specific needs for clearer labeling, contrast and translation.

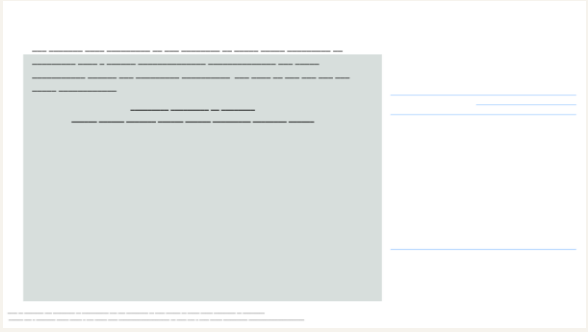
REPORT EXCERPTS



Competitive shelf performance



Package communication priorities



Purchase decision context

Client identity and proprietary content removed