

Premix Solutions

Consumer inspired solutions

dsm-firmenich takes you beyond ingredients to custom nutrient Premixes. Made with your consumers at the heart.

As your end-to-end partner, we help you co-develop desirable and sustainable science-backed solutions to support you from concept to consumer.

Together elevating health.

01

The problem

You have your next break-out product. But how can you be certain your go-to-market strategy will give it the best chance for success?

What you need, is to understand what your consumers need.

02

Our solution

With cutting-edge consumer research, we put your consumers at the heart of what we do. Our proprietary concept engine unlocks consumer insights behind purpose intent, uniqueness, value, and believability. Plus, we constantly monitor 80 consumer concerns to help us – and you – stay abreast of consumer needs as they evolve.

Not only are they tailored to consumers, our concepts are validated for faster launch and more efficient scaling. And with 20 health benefits and over 15 different formats, they're designed to meet every consumer need.

20

Health benefits

15+

Different formats



Case in point: ampli®-D Oral Strips

With the approaching launch of ampli®-D Oral Strips, our concept engine helped evaluate this novel product against more traditional vitamin D3 supplements.

It assessed optimal price points, purchase intentions, likeability, unique value proposition, and perceived value for money. Giving the oral strips the best chance for success as a new product on the market.

Consumers found the optimal price point to be higher than standard vitamin D3 dietary supplements, and an indicator of perceived additional value.

The pleasant taste and unique format added to the product's distinctiveness in a crowded market. And its bioavailability and fast-action showed potential to contend with the familiarity of more traditional forms.

Optimal price point against standard supplements

X3
higher

A healthier world takes more than just ingredients. It takes an end-to-end purpose-led partner.

We bring progress to life.

dsm-firmenich