

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 48

B2B market assessment

What?

A “B2B market assessment” is a market study whereby a company developing an innovative new product or service investigates the interest of potential future users, who are also professionals. Several B2B market assessments have been carried out as part of FAIRCHAIN to support the case studies and innovations under development. They are demand-driven, meaning that they are designed to meet the specific needs of the case studies at their respective stage of development.

How?

This study used a qualitative approach by conducting semi-directed interviews, consisting of asking open-ended questions within a pre-determined thematic framework, usually divided into 3 parts:

1. understanding the current activity, context, and challenges of the respondent
2. focusing on the technical characteristics of the solution, based on a product/service “factsheet” and other relevant existing materials (pictures, videos)
3. diving into the organizational / business model aspects of the innovative solution

Why?

A B2B market assessment is useful to identify:

- The general perception of the respondents toward a solution
- The level of maturity/readiness of the market
- The possible technical and/or organizational improvements to fit with the needs of the potential future users
- A SWOT analysis of the solution: Strengths, Weaknesses, Opportunities, Threats

Learnings?

Conducting such B2B market study at an early stage of the product/service development can facilitate its future adoption by users by considering their perspective. It can also help save time and money early in the development process. The key success factors of the approach are to sharply target potential users early and to leave questions open while providing guidance.

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End Users

Farmer & Cooperative,
Industry & Retail,
Technology provider

Country

Worldwide



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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

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