Panel-PLUS for Special Projects and Long-Term Studies

Panels Tailored to Your Needs

Specific research questions require the right target groups. From our pool of more than 20,000 registered consumers across Switzerland, we create panels for specific requirements, selected product categories and long-term studies.

Panels with a Specific Focus

Panel-PLUS offers existing specialised panels or creates new ones tailored to your requirements. They can be used for individual projects or on an ongoing basis and enable personal, interaction with the right participants.

Current examples of Panel-PLUS:

- Gluten-free panel
- Smokers panel
- Dairy products panel
- Panels for quality monitoring
- Repeat studies with the same participants
- Long-term monitoring of trends and changes

Facilities for Product Testing

Suitable facilities are available for sensory product tests and specific studies.

- Familiar, real-life testing environment
- Minimisation of external influences
- Separate areas for undisturbed evaluations, if required
- Optimal conditions for objective results

Your Benefits

- Existing or individually tailored panels drawn from our large panel pool
- Fast recruitment, even for challenging target groups
- Opportunity to involve the same participants repeatedly
- High comparability across recurring studies
- Personal contact instead of anonymous online panels, click data or AI-generated datasets
- Efficient, reliable execution, even with tight timelines

Discover what SensoPLUS can offer in a personal conversation.

Please contact us:

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