

Strategies to make you smile

Exploring CPG Marketing
Analysis in Oral Care



PRESCOUTER

EVOLUTION IN TOOTHPASTE MARKETING

Eco-Consciousness Meets Traditional Dominance

In the fiercely competitive landscape of the toothpaste advertising and marketing industry, power players such as Crest and Colgate have long dominated. Yet, a groundswell of environmental and social consciousness among consumers has ushered in a new cadre of contenders, including Twice and Bite Toothpaste Bits. These eco-centric startups leverage unique packaging, delivery methods, and natural ingredients, not only to distinguish themselves in an oversaturated market but to resonate with a rapidly growing base of eco-conscious consumers.

In response, established brands find themselves at a crossroads, reassessing traditional marketing tactics and product compositions. While the historical focus has predominantly been on the aesthetic and health benefits of toothpaste, modern advertising narratives are increasingly intertwining with pledges for social good and reduced environmental impact, fostering a new dynamic in the industry's competitive landscape.

As Crest and Colgate have agilely adapted to this shifting terrain, embracing innovative marketing strategies to sustain their formidable market presence, one can't help but wonder about the industry's trajectory. Will the pressure exerted by these startups instigate a paradigm shift in the strategies of the behemoth brands, ushering in a new era of sustainable oral care products? While the answer remains veiled in the uncertainty of the evolving market dynamics, in this briefing we take a snapshot look at this complex marketing landscape using the modern tools and techniques available.

Key Takeaways

1

Search engine marketing (SEM) analysis can help you compare search strategies of your competitors. In this brief we showed Colgate to have a search advertising strategy to grow the brand and target consumer problems, whereas Crest had a defensive position with adverts capturing their brand and product names.

2

Social media analysis can be used to test or support marketing campaigns with direct visible feedback from the consumer. Colgate is using social media to support their TV and other online campaigns. By contrast, Crest was not seen to be investing in creating a social media presence in the US.

3

Advertising spend analysis enables managers to assess their competition and plan their marketing strategy. Bite Toothpaste bits was seen to spend >20 x on advertising than the eco brands of the toothpaste giants, such as Hello and Tom's of Maine.

4

Using SEM to target brand names and products that are advertising heavily in traditional spaces is a clever parasitic strategy for startups to make their advertising and marketing spend go further. Kaylaan was seen paying high fees to advertise on Bite Toothpaste Bits related searches, Bite were spending significantly in traditional advertising.

5

Understanding market-pull can help product managers and R&D managers make better decisions on research areas for their products. Toothpaste companies are developing environmentally conscious ingredients and packaging to meet consumer desires.

Executive Summary

Our 2-minute rundown of the space



WORK WITH PRESCOUTER > EXPAND YOUR TEAM WITHOUT EXPANDING YOUR TEAM

Supercharge your team with our flexible and dynamic consulting solutions... all for little more than the cost of one new hire.

Identify New Markets

PreScouter helped a multi-billion dollar textile company assess market entry opportunities. Through PreScouter's detailed analysis and recommendations, the Client identified and is now executing a new market strategy, saving months of research by aligning market demographics with their product goals.

[VIEW CASE STUDY](#)

Enable Personalization at Scale

Hyper-personalization is becoming a widely-adopted marketing strategy. We looked at the demand for personalized goods and explored 7 techs enabling personalized production.

[VIEW REPORT](#)

Inform Marketing With Social Listening

PreScouter built and trained a custom AI tool for a global CPG company that provided real-time social listening and early trend identification. We helped answer the client's million-dollar question: How do we best market our new product lines?

[ASK US ABOUT OUR AI CAPABILITIES](#)

Penetrating New Geographies

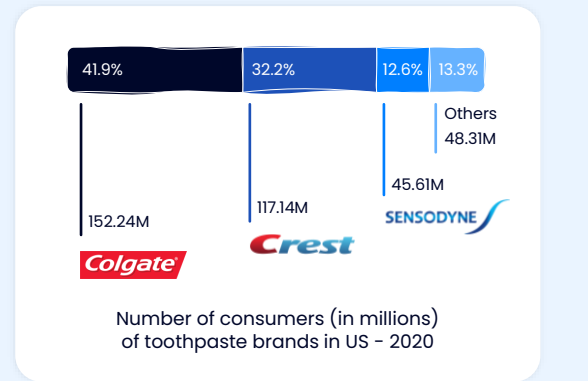
PreScouter is helping clients tap into consumer insights and vet the best manufacturers in the APAC region to scale and accelerate product development. Oh, and yes, we have a team of analysts in China!

[REQUEST MORE INFO](#)

In today's digital landscape, brands neglecting to integrate competitive intelligence—particularly from social media insights and digital expenditure trends—stand to forfeit substantial revenue potential.

Search engine marketing (SEM) analysis reveals competitor search strategies.

Using SEM it was possible to identify that Colgate's strategy focused on brand growth and addressing consumer concerns. Meanwhile, Crest adopts a defensive stance, targeting specific brand and product names, while Sensodyne emphasized strategic marketing investments. These strategies enabled Colgate, Crest, and Sensodyne to command 85% of the US toothpaste market in 2020 and a revenue of \$3.2 billion in sales by 2021.



SEM analysis can also uncover possible parasitic adverts eating away at your efforts.

PARASITIC SEARCH ADVERTISING COSTS MILLIONS IN LOST ADVERTISING SPEND

Using SEM to target brand names and products that are advertising heavily in traditional spaces is a clever parasitic strategy for startups to make their advertising and marketing spend go further. Kaylaan was seen paying high fees to advertise on Bite Toothpaste Bits related searches, Bite were spending significantly in traditional advertising.

Using an SEM analysis, PreScouter identified that **Kaylaan was paying over \$5 per click** to appear in the "Bite Toothpaste" search results. This low cost strategy provides a parasitic benefit.

Social media analysis can uncover hidden paths, guiding success where traditional strategies fall short.

ENHANCING MARKETING VIA SOCIAL MEDIA FEEDBACK.

Social media analysis enhances your marketing strategy by assessing competitors, a crucial aspect of contemporary advertising.

This approach garners direct customer feedback, highlights stand out content from rivals in your target market, and offers insights into emerging trends and innovative ideas.

UNVEILING DIVERGENT DIGITAL FOOTPRINTS.

Colgate was seen to be leveraging social media to bolster their TV and online campaigns, while Crest lacked a substantial US social media presence.

Colgate's #smileforgood campaign establishes it as a socially conscious brand, in contrast to Crest's limited engagement on Facebook, TikTok, and Instagram, as indicated by our analysis.

By tracking competitor marketing expenditure, companies can optimize their budget and gain a strategic advantage.

A BENCHMARK FOR YOUR OWN SPENDING.

Understanding your competitors' marketing expenditure provides a benchmark for your own spending, allowing you to assess if you're investing too little or too much compared to industry peers.

Monitoring changes in competitors' marketing spend can unveil trends; if many are raising TV budgets, it might signal increasing TV marketing relevance in your sector.

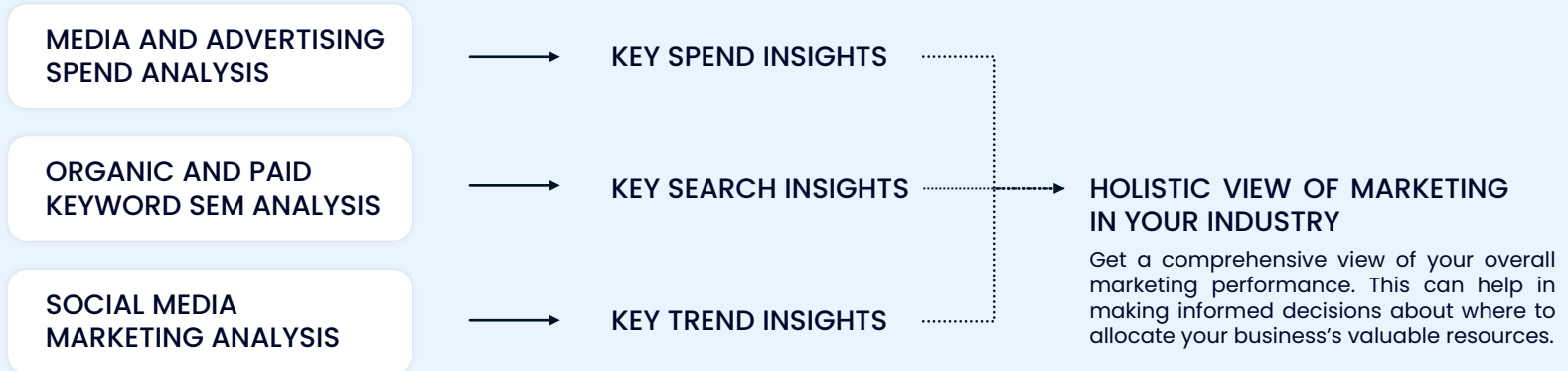
HIGH COMPETITOR SPENDING INDICATES MARKET SHARE AMBITIONS.

Startups can stretch their advertising budget by using SEM to target heavily advertised brand names and products. In 2022, Bite Toothpaste Bits' advertising expenditure exceeded eco brands of toothpaste giants like Hello and Tom's of Maine by more than 20 times.

A substantial marketing spend by a competitor might signal their intent to secure a bigger market share. This could prompt you to intensify your own marketing endeavors.

Executive Summary | Our 2-minute rundown of the space

DIVE DEEPER: In this Intelligence Brief, we present a snapshot analysis of the search advertising strategies of the top three toothpaste brands, revealing variations that contribute to understanding the competitive landscape and offering insights to bolster CPG marketing efforts. Implementing effective analysis and strategies through precise questioning and thorough due diligence will guide and accelerate your decision-making.



Media and Advertising Spend Analysis

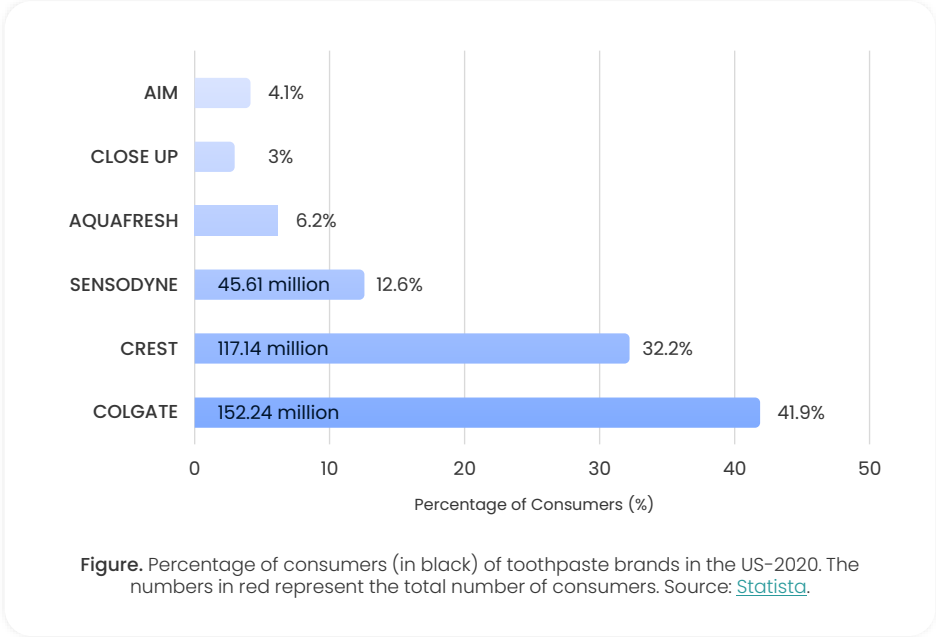
Which areas are your competitors spending on?



The toothpaste market is dominated by Colgate, Crest and Sensodyne that captured 85% of the US market in 2020.

Colgate, Crest, and Sensodyne are the three leading toothpaste brands in the US, with a combined market share of 85%. They have each positioned multiple products across their brands to capture different segments of the market.

Colgate, Crest, and Sensodyne have combined market share of **85%**.



In 2021, Crest dominated the toothpaste market in the US, capturing ~36% of the market share, followed by Colgate and Sensodyne.

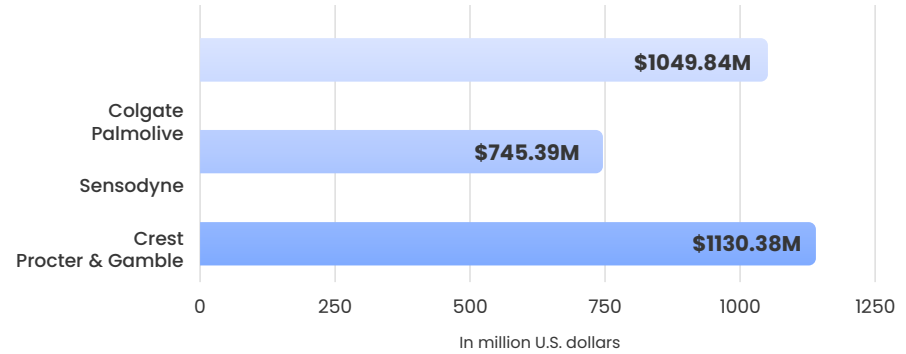
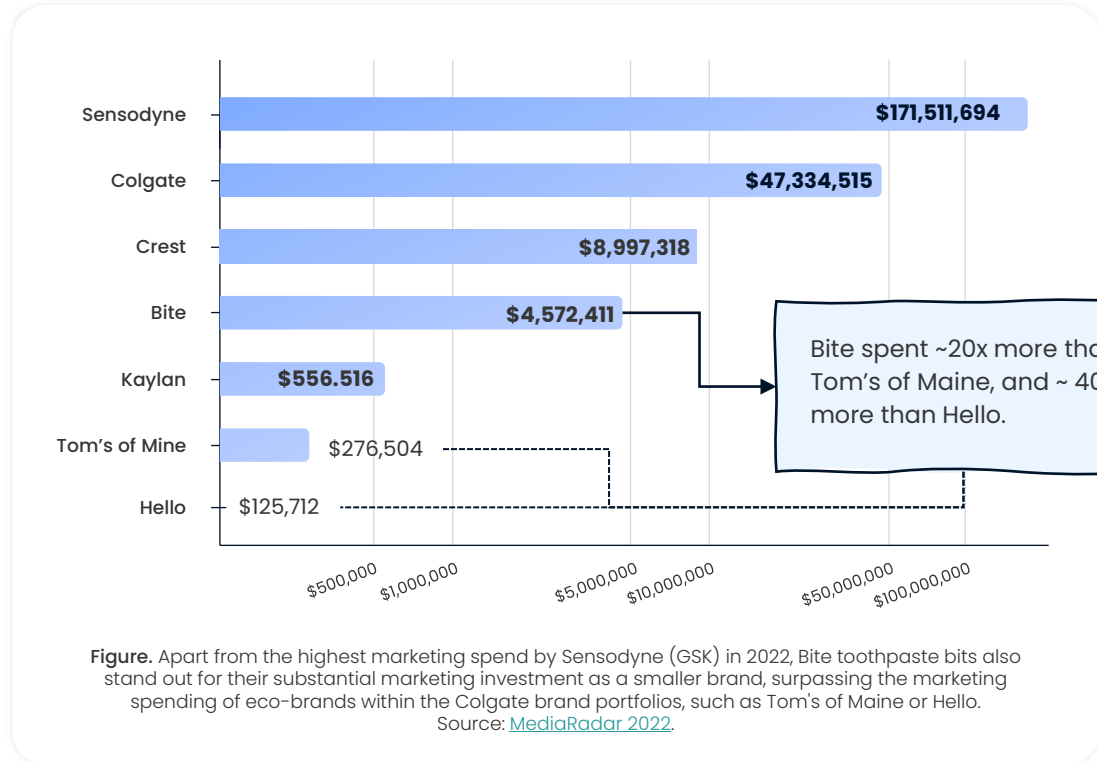


Figure. Total sales of U.S. toothpaste estimated to about USD 3.19 billion in 2021.
Source: [Statista](#).

Sensodyne allocated the highest estimated marketing spend in 2022, indicating a strategic endeavor to bolster market share for the third largest toothpaste brand in the USA.



Media and Advertising Spend Analysis

Main advertising channels utilized by top toothpaste brands



Colgate focuses mainly on TV ads, spending an estimated US \$36 million on TV advertising for their Colgate Toothpastes and Optic White Toothpaste.

These ads depict wholesome family environments and promote aesthetic sensibility.

Number of Networks: 49

Last Aired: 26th June 2021



Colgate prioritizes TV ads over print and digital, with no presence on social media.

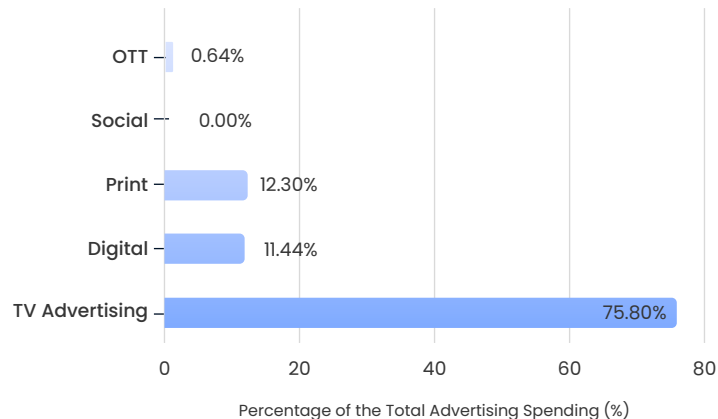


Figure. Percentage of advertising investment split across different mediums by Colgate in 2022. Source: [MediaRadar](#).

TV commercials receive the largest share of the advertising budget, amounting to \$ 4,236,509 US.

The latest commercial focused on spreading Christmas vibes, aiming to bridge America's "smile gap" by featuring Santa putting Crest toothpaste into stockings.

Number of Networks: 51

Last Aired: 26th December 2022



Crest focused its spending primarily on TV advertising and digital marketing, allocating significantly less to Social Media, Over the Top, and Print.

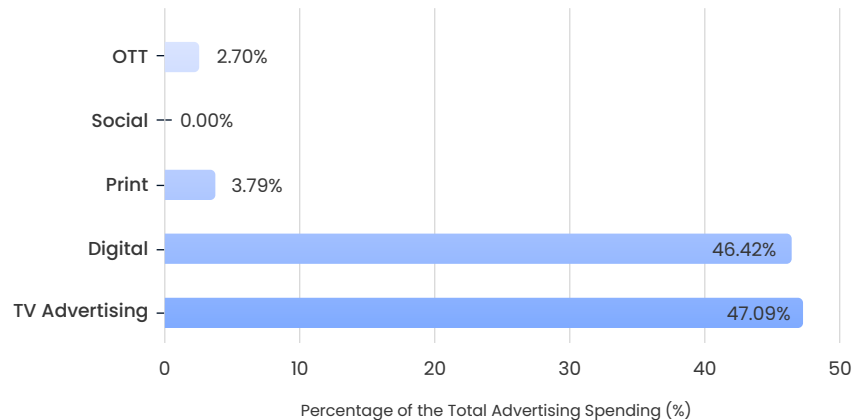


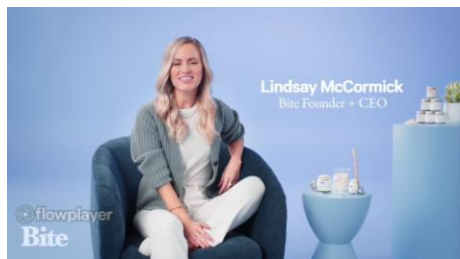
Figure. Percentage of advertising investment split across different mediums by Crest in 2022. Source: [MediaRadar](#).

The Bite brand is estimated to be spending US\$ 3.2 million on TV advertising, according to MediaRadar.

Their advertising efforts primarily revolve around promoting environmental initiatives and reducing plastic waste.

Number of Networks: 18

Last Aired: 5th December 2022



The Bite brand invests mainly in TV advertising, and Social media promoting environmental initiatives.

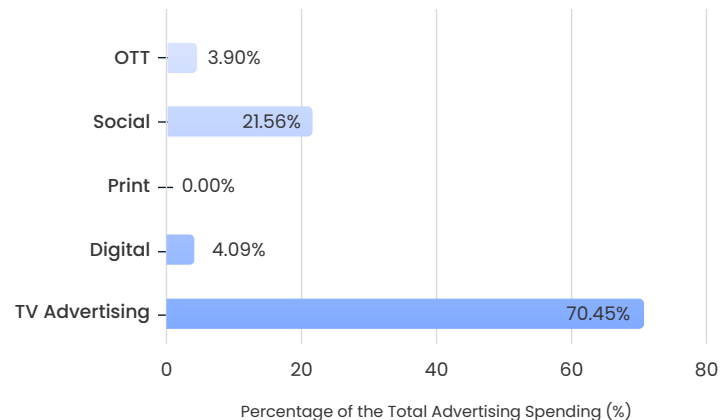



Figure. Percentage of advertising investment split across different mediums by Bite Toothpaste Bits in 2022. Source: [MediaRadar](https://www.mediaradar.com).

Organic and Paid Keyword SEM Analysis

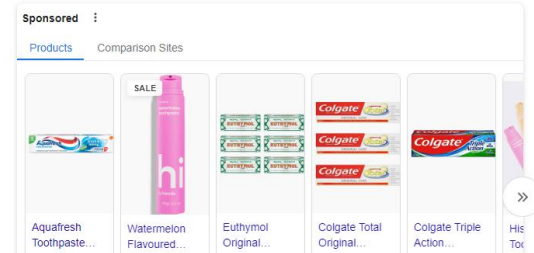
How can you make sense of all the data?



Search is a critical part of the multichannel marketing customer experience. It is vital, whether the products are sold online or in-store.



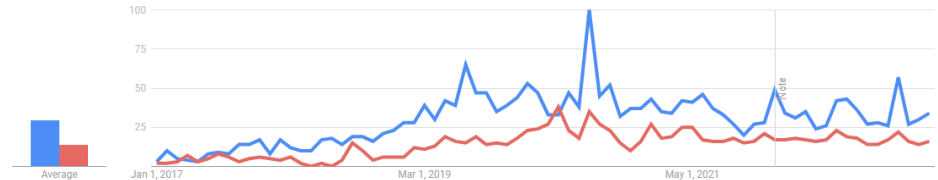
Search analysis allows Toothpaste companies to understand the search terms that their customers use, develop strategies to funnel customers from problem searching to solution purchasing.



In toothpastes, it is expected that most purchases are affected the brand and positioning in store, or online store.



Online search marketing strategy can help to identify the common problems of customers, and direct them to your solution.



Trend searching allows us to quickly test hypotheses. The data above shows that searching for “toothpaste tablets” has increased in line with searches for “zero waste store”. This is not evidence of a common causative link, but it does support the narrative that toothpaste tablets are used by an environmental zero waste subculture.

Brands should not only understand what customers are searching for, but also the underlying intent behind their searches.


The keyword 'toothpaste' is significant for toothpaste brands. Although it's searched frequently, it might not be the ideal keyword for targeted paid search advertising.

SEM analysis reveals that it often reflects commercial intent, which is normal since most people searching for it are likely looking to buy toothpaste.

In February 2023, the top 100 results on Google (estimated to comprise 90 million total searches per month) featured the three brands examined in this analysis:

- Crest ranked 8th,
- Colgate ranked 9th
- Bite ranked 17th

Among the most frequently searched related questions on Google, one particularly intriguing query from a product development standpoint regarded the **fluoride content in toothpaste**.



This query was searched approximately 3.6 thousand times per month indicating that a segment of the market is interested in toothpaste products that do not contain fluoride.

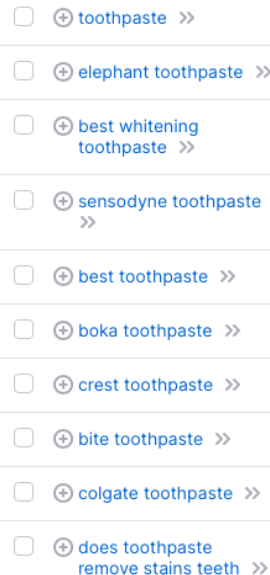
- 
- + toothpaste >>
 - + elephant toothpaste >>
 - + best whitening toothpaste >>
 - + sensodyne toothpaste >>
 - + best toothpaste >>
 - + boka toothpaste >>
 - + crest toothpaste >>
 - + bite toothpaste >>
 - + colgate toothpaste >>
 - + does toothpaste remove stains teeth >>

Figure. Consumer search trends for the keyword "toothpaste".

Colgate appears to employ a "grow brand" strategy by addressing customer concerns in their paid advertisements.

SEM data indicates that Colgate's website in the US has more traffic from organic search using keywords such as: Colgate toothpaste, veneers, Colgate smart electrical toothbrush and Colgate total. Nearly 83% of the organic traffic is for informational intent (people want to learn more about Colgate) followed by commercial intent.

Colgate also has some traffic from paid keywords mostly around teeth whitening and plaque. Here, the paid traffic competitors are different: Martin Dentalaz (dental center), Armand Hammer (baking soda company), Sensodyne, Crest and Sand Hill Dental Care.



This data demonstrates that people already know the Colgate brand, and are looking for more information about it, since the organic traffic is 10x times the paid traffic. Nevertheless, the organic traffic has decreased over the last 2 years. **Hence, Colgate has a "grow brand" strategy since they put forward customer concerns on their paid ads.**

Organic Search Traffic

865.4K -7.6%

Keywords 389.6K ↑



Paid Search Traffic

85.2K +19%

Keywords 4.6K ↑



Figure. Organic vs paid traffic to Colgate's website.

Organic Traffic 865,373/month

Organic Traffic Paid Traffic Notes ▾



Figure. The change in organic traffic to Colgate's website over the past two years.

Removes Years of Stains - LED Whitening Technology

<https://www.colgate.com>

Easy to Use & Designed for Varying Mouth Sizes. Rechargeable, Water Resistant & Hands-Free. Whiten Beyond the Surface with the Power of LED Technology & Hydrogen...

Shop Colgate® Teeth Whitening - Removes Years of Stains

<https://www.colgate.com> > colgate_led > whitening_kit

Experience Professional-Level Whitening At Home with Our Optic White® Pro Series LED Kit. Easy to Use & Designed for Varying Mouth Sizes. Rechargeable, Water Resistant ...

Figure. Sample ads for Colgate.

Crest prioritizes brand protection with a "defensive strategy" in paid advertising.

Crest's website in the US records more traffic from organic search using keywords to look for Crest's products (3D white stripes, toothpaste, etc.). Nearly 75% of the organic traffic is for informational intent followed by commercial intent.

Top organic competitors: Teethtalkgirl (dental health review guide), Colgate, Crest OralB Pro Shop (Crest for dental professionals), Sensodyne, Hove Dental Clinic.

Paid traffic for Crest's website is from targeting Crest products and not objectives or dental problems. The paid traffic competitors on common keywords are from: Colgate, Sensodyne, Natural Healthy Smile (dental care blog), Pronamel (Sensodyne brand), Dental Care (Crest brand for education and research).



Even if the traffic is mostly from organic keywords which means people already know the Crest brand, but we can clearly see from the sample text ads that Crest always puts forward the Crest company along with the dental problematics. Hence, **Crest currently has a "defensive strategy" because their paid keywords are always associated with their brands.**

Organic Search Traffic

463.9K -4.4%

Keywords 85.1K ↓



Paid Search Traffic

7.8K -39%

Keywords 416 ↑

Figure. Organic vs paid traffic to Crest's website.

Keyword	Pos.	Volume
crest toothpaste >>	1	22,200
crest toothpaste >>	1	22,200
crest whitening em... >>	1	18,100
crest 3d white toot... >>	1	9,900
crest whitening to... >>	1	6,600

Figure. The top paid keywords for Crest.

Crest Complete + Scope Outlast - Freshening Blast of Scope

<https://www.crest.com>

Remove Surface Stains All While Helping To Keep Your Breath Minty Fresh. Crest Complete Plus Scope Outlast Liquid Gel Toothpaste. Healthier, Stronger Teeth.

Whiten While You Sleep - Emulsions Overnight

<https://www.crest.com/whitening>

> emulsions
Get whiter teeth while you sleep with Crest Whitening Emulsions + Overnight Freshness.


Figure. Sample ads for Crest.

Bite toothpaste's main organic competitors are brands that offer eco-friendly and sustainable oral care products.

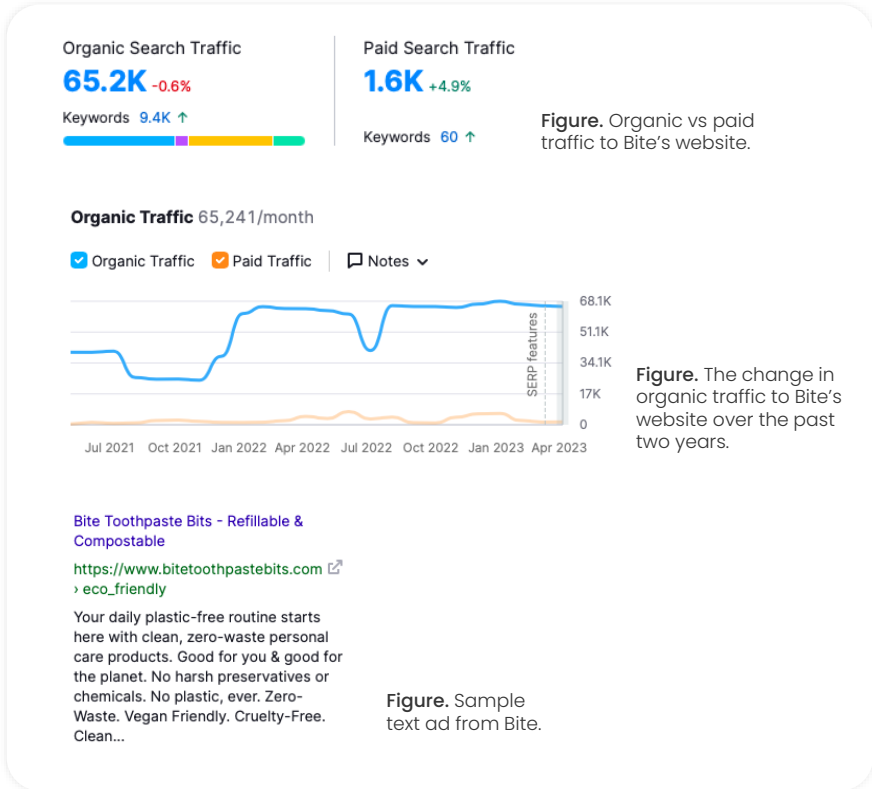
Bite toothpaste's website in the US records only 65K organic search using "bite" related keywords where people are having navigational intent, that means looking for a specific page, by navigating the website.

The main organic competitors are brands around eco-friendly products (oral care, traveling, personal care, grocer) and mostly sustainability-oriented and zero waste (by Human Kind, Hello products, etc.). But the competitive position with Bite is more from the Hello brand since they offer the same products.

Keywords from the paid traffic are the same as the organic keywords (bite toothpaste). The paid traffic competitors on common keywords are from: Hello, Tanit (eco-friendly personal care), Secret (deo), Burst Oral Care, Boka (Nano-hydroxyapatite in oral care).



The texts ads from Bite are mainly focusing on refillable, compostable and zero-waste aspects. Contrary to Crest and Colgate, organic search increased in the past 2 years.



Kaylaan Toothpaste Tablets spent no money on traditional advertising.

With the help of Search analysis by SemRush, PreScouter was able to identify that Kaylaan was paying over \$5 per click to appear in the "Bite Toothpaste" search results. This low cost strategy provides a parasitic benefit.

In the past 12 months, there have been over 18,000 searches per month from prospective customers looking for "Bite Toothpaste." However, Kaylaan Toothpaste tablets also appear at the top of the search engine results, thanks to their paid search advertising strategy.



Kaylaan's website uses the environmental benefit of switching to Toothpaste Tablets to attract consumers away from the bigger brands.

Whilst the toothpaste tablet marketing remains focused on the environmental benefits of switching, it will only grow within the eco-conscious consumer segment. An opportunity arises for substantial growth when it also competes on aesthetics and gum and teeth health.

Social Media Analysis

Are your competitors talking to your customers?





Colgate's campaign centers on raising awareness about the significance of limiting water use, promoting inclusion, and demonstrating how smiling can unite people.



[Facebook HomePage](#)
[Most viewed Video](#)
(#every drop counts)

3.5M
Page Likes

3.5M
Followers

NA
Page reviews

NA
Rating



[Instagram Page](#)
[Most viewed Video](#)
(#funny video)

410
Posts

175k
Followers

549k
#[colgate] search hits



[TikTok Page](#)
[Most viewed Video](#)
(#world smile day)

8.6M
Page Likes

1M
Followers

1.2 B views
#[colgate] search hits



[YouTube Page](#)
[Most viewed Video](#)
(#every drop counts)

205
Videos

61.9k
Followers

17K videos • **11K** channels
#[colgate] search hits



Crest uses partner and influencer videos to showcase customer experiences with their whitening emulsions, emphasizing social proof.



Crest has no official Facebook page



[Instagram Page](#)

[Most viewed Video](#)
(charity campaign)

564
Posts

86.6k
Followers

426k
Crest search hits



[TikTok Page](#)

[Most viewed Video](#)
(#crestpartner)

713.8k
Page Likes

74.3 K
Followers

204.7M views
Crest search hits



[YouTube Page](#)

[Most viewed Video](#)
(#every drop counts)

118
Videos

19k
Followers

3.4K videos • **1.5K** channels
Crest search hits

Bite

Bite's videos showcase the eco-friendly design of their products, with a focus on refill options, sustainable packaging, and travel-friendly sizes.



[Facebook Home Page](#)

[Most viewed Video](#)

(Comparison of Bite deodorant advantages vs others)

55.4k
Page Likes

58.9k
Followers

196
Page reviews

4.2
Rating



[Instagram Page](#)

[Most viewed Video](#)

(advantages of Bite)

822
Posts

157k
Followers

1.4k
#Bite search hits



[TikTok Page](#)

[Most viewed Video](#)

(hiring content creators for Bite)

1.9M
Page Likes

68.9k
Followers

571.1k views
#Bite search hits



[YouTube Page](#)

[Most viewed Video](#)

(founding story)

29
Videos

688
Followers

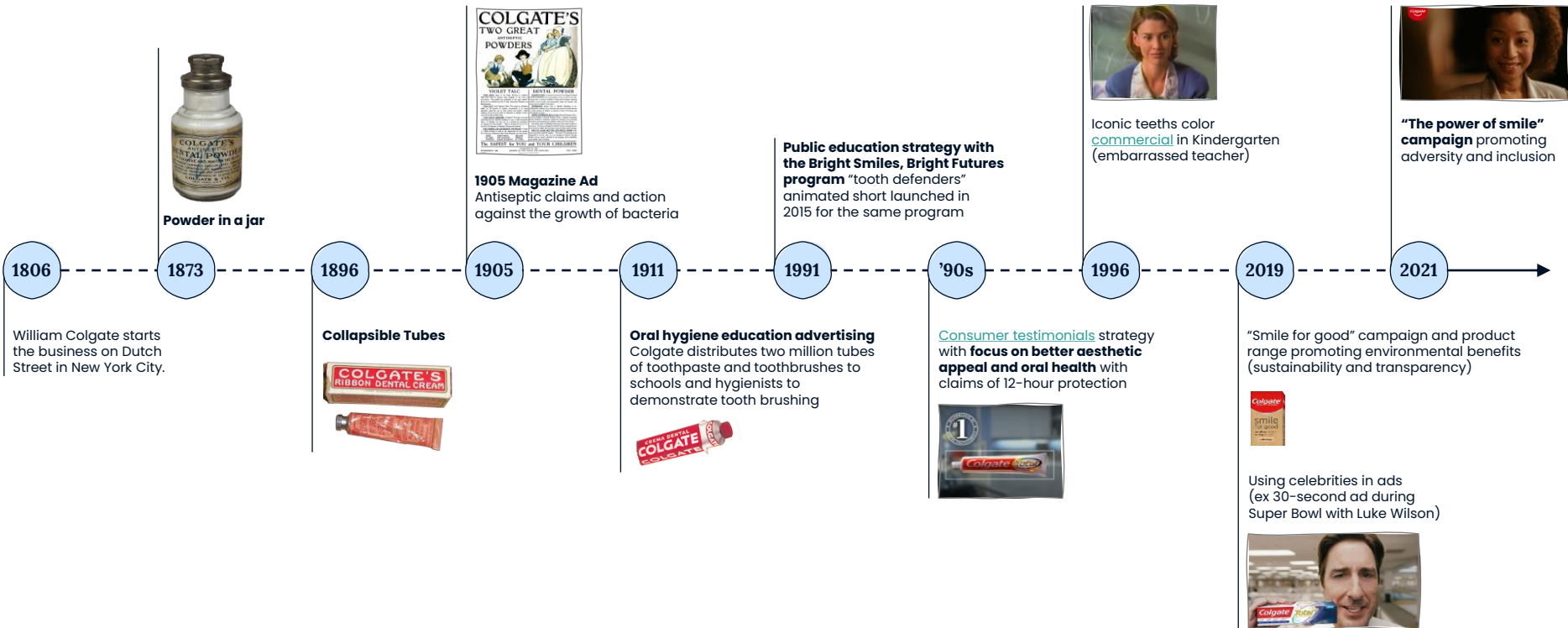
<100 videos & channels
#kickthetube search hits

Toothpaste Brands

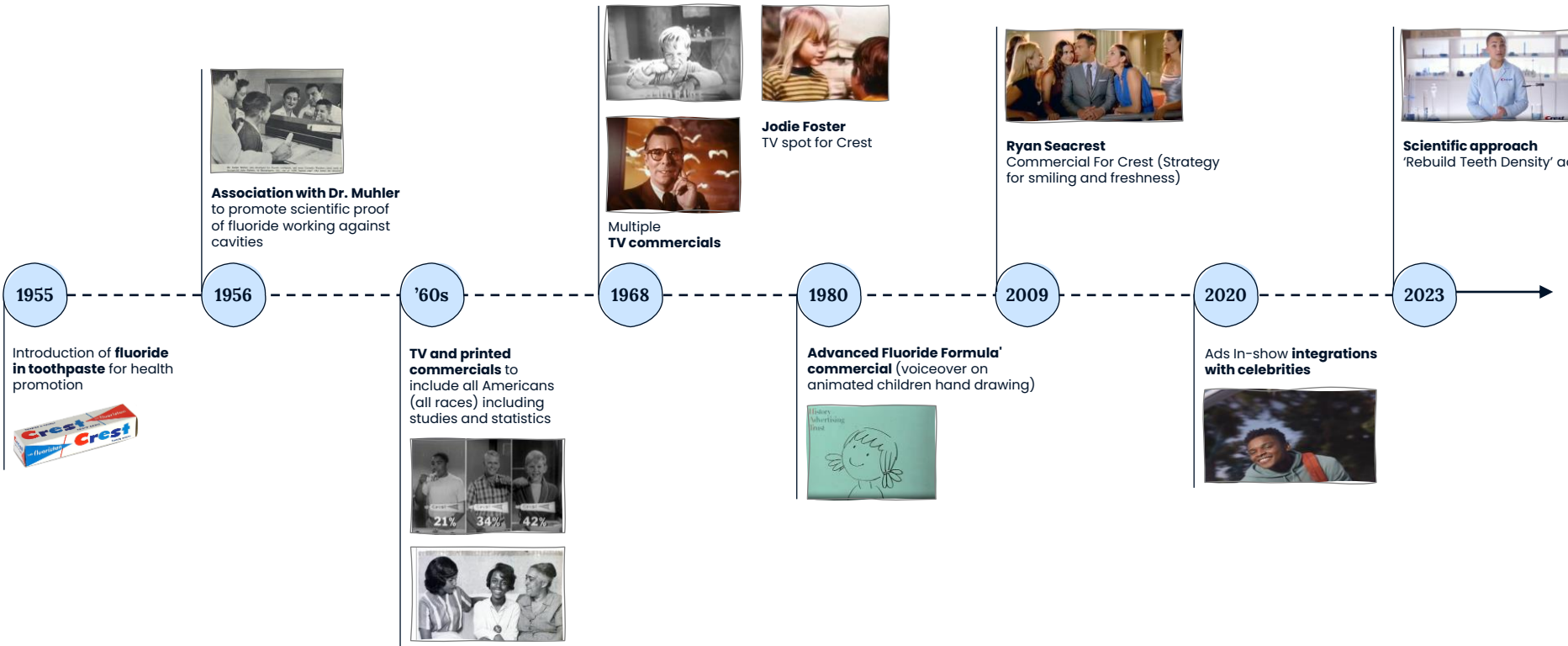
How is advertising changing?



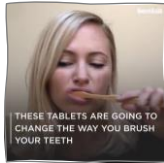
Colgate's advertising has evolved from informative beginnings to targeted approaches and digital age innovation.



Crest's advertising has evolved from a focus on scientific evidence and expert approval to a more holistic approach that includes social responsibility.



Bite Toothpaste Bits' advertising has focused on the environmental benefits of their product, the practicality of using them when traveling, and the personality of the founder.



Viral video to demonstrate the new industry "revolution" (storytelling marketing approach) that helped launch sells

Introduction of toothpaste pill as sustainable gluten-free with vegan ingredients, with no plastic packaging

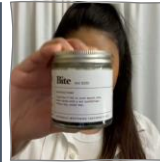
2018

2020

Participation in Shark Tank
TV show



2021



Influencer seeding campaigns



Example for another product

2022

Social media videos oriented advantages to environment and Earth: sustainable packaging, refillable plastic-free, healthy ingredients, ease of use when traveling, low-waste and high quality solution



2023



Email marketing strategy
with donation approach and discounts

Using Marketing Data to Inform Research

Using Marketing Data to Inform Research



Innovation is now both technology driven and consumer driven.

The best way to innovate is to combine both by looking for new technologies in your sector AND aligning them with what consumers value most.

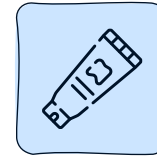
It helps with brand image and sales when these innovations reach new or unengaged customer segments.

As different consumer segments start to prioritize and demand specific features in their products, it creates opportunities for valuable research and development of new products.

In the case of toothpaste, this can be observed in two key components:



Ingredients



Packaging

For example...

Over time, toothpaste has evolved to include various ingredients to cater to diverse consumer preferences.

While fluoride remains a traditional key ingredient, there is now a rise in fluoride-free products to cater to those seeking alternatives.

Brands are incorporating ingredients like xylitol, green tea extract, and baking soda, responding to changing consumer demands.

Ongoing research into innovative ingredients, such as fibers from spruce trees, showcases a commitment to advancing oral care.

Colgate exemplifies this trend by introducing active ingredients like [Hydrogen peroxide](#) in Colgate Optic White and a [smart foaming technology](#) in Total Pro Release.

1. <https://www.jordanoralcare.com/natural-toothpaste-ingredients/>

2. <https://www.dentaleconomics.com/science-tech/article/14281978/technology-in-two-minutes-spruce-trees-and-a-revolutionary-new-toothpaste>



Toothpaste giants and startups are taking action to make toothpaste a more sustainable and eco-friendly product.

Sustainable Packaging: The environmental impact of traditional multilayer toothpaste tubes has prompted toothpaste giants and startups to shift towards mono-material recyclable tubes, removing the non-recyclable aluminum layer and using high-density polyethylene for better recycling capabilities.

Chewable Toothpaste Tabs: Brands are adopting innovative formats like chewable toothpaste tabs, packaged in glass jars, which offer advantages such as ease of use, hygiene, travel-friendliness, and zero-waste properties. Customers can buy them in batches, reducing carbon footprint, and the tabs can be refilled, further promoting sustainability.

Cost and Competition: Although these eco-friendly innovations come with higher costs compared to traditional tubes, brands are responding to market demands for sustainability. However, they face challenges as they compete alongside cheaper, less eco-friendly alternatives on store shelves.



- <https://bp-group.de/en/the-trend-is-clearly-moving-towards-mono-material-as-cologates-toothpaste-tube-reveals/>
- <https://dentistry.co.uk/2022/11/27/are-toothpaste-tabs-the-the-future-the-pros-and-cons/>

PreScouter can help you throughout this process and speed up your decision-making process.

How to implement these strategies in your business: By asking the right questions and by conducting due diligence.

Gather **data** on your competitors and what they are claiming: new technology and innovation, environmental credentials, etc.?

How can I market better my products? What strategy matches my company's values AND the targeted consumer?

Market research - look for what the potential customers value most. New trends concerning environment? Sustainability? Packaging?

Market analysis - search for emerging trends to reach new customers.

Patent landscaping - check what new ingredients or packaging materials you can use to innovate in your sector.

Identify potential partners or collaborators - Search for influencers that can promote your products. P&G can help list the most adequate influencers and dig deeper on their engagement, content and followers.



Let's talk

About the Authors



Daniel Morales, PhD

Technical Director

Daniel is the Technical Director for PreScouter's consumer goods practice. He has led over 100 projects, spanning across areas such as innovation strategy and road mapping, product and process improvement and development, sustainability, and technology trends throughout the CPG industry.

Daniel earned his Ph.D. in Chemical Engineering from NC State University, where his research focused on developing stimuli-responsive polymer networks for microrobotics applications. After his graduate studies, he completed postdoctoral work at INSA Toulouse, France where his work focused on the intersection of nanoparticle assembly, nanofabrication, and microfluidics to develop novel sensors. Before joining PreScouter, Daniel gained industrial experience in pharma manufacturing, polymer processing, and science manuscript editing. He is based in Raleigh, North Carolina.



James Burns, PhD

Project Architect

James is contributing to the continued success of the consumer goods group at PreScouter after a career across different chemical industries.

After completing his Ph.D. in Chemistry at the University of Warwick, UK, James worked in the agrochemical industry working on the application of polymer chemistry for controlled delivery of agrochemicals to improve safety and performance, before joining and helping to build a start-up in the pharmaceutical industry as the Product Development Manager and Senior Business Project Manager.



Fatima Chater

Analyst

Fatima has been working with PreScouter since 2020, working on more than 107 projects. Her educational background was specialized in marketing and communication, with a focus on customer-driven and technology-driven innovation.

She has been working for 8 years now, helping companies work on their brand strategies, product launches, their customer experience, and how to innovate in order to target B2B and/or B2C potential clients.

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The future of consumer goods:
Harnessing hyper-personalization
and mass-customization



Crowdfunding as Voice
of the Consumer



Beyond the package: Tackling
the plastic problem from within

Engage our network of experts and researchers on your topic.

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About PreScouter

PRESCOUTER PROVIDES CUSTOMIZED RESEARCH AND ANALYSIS

PreScouter helps clients gain competitive advantage by providing customized global research. We act as an extension to your in-house research and business data teams to provide you with a holistic view of trends, technologies, and markets.

Our model leverages a network of 4,000+ advanced degree researchers, industrial experts, engineers, and analysts across the globe to tap into information from small businesses, national labs, markets, universities, patents, startups, and entrepreneurs.

CLIENTS RELY ON US FOR



Innovation Discovery: PreScouter provides clients with a constant flow of high-value opportunities and ideas by keeping you up to date on new and emerging technologies and businesses.



Privileged Information: PreScouter interviews innovators to uncover emerging trends and non-public information.



Customized Insights: PreScouter finds and makes sense of technology and market information to help you make informed decisions.




500+
CLIENTS
WORLDWIDE

5,000+
RESEARCH REPORTS
CREATED

150,000+
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COMPLETED FOR CLIENTS

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