Special Issue

Sensory Analysis and Consumer Research in New Product Development

Message from the Guest Editors

Sensory analysis is an essential tool in new product development to evaluate not only the quality but also the potential commercial viability of new foods. There are different types of sensory analysis available, ranging from traditional sensory profiling methods to the more recently developed rapid sensory profiling techniques using non-trained assessors, such as Check All That Apply, Napping, Flash Profile, Free Sorting, Temporal Dominance of Sensations, etc., each having their advantages and disadvantages. The study of the context in sensory evaluation is also becoming more important, with the focus shifting from the product to the consumer and virtual reality being used as a tool to bring sensory analysis out of the traditional booths. The field of sensory and consumer research is constantly evolving, and its infiltration of social media and the use of data mining could also provide useful complementary insights for the development of new foods.

This Special Issue encourages authors to submit articles addressing consumer research, advances in sensory analysis techniques, and the application of both sensory and consumer science in new product development.

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About the Journal

Message from the Editor-in-Chief

Foods (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, Foods has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

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