



CLIENT STORY

From Consumer Context to Commercial Impact: How Kerry Uses Lux to Build Stronger Innovation Narratives

By embedding Lux into its marketing insights workflows, Kerry transforms how it understands end consumers, builds data-backed narratives, and supports customer innovation — bridging the gap between consumer behavior and B2B product strategy.

About Kerry

Kerry is a global leader in taste and nutrition, providing ingredients, flavors, and technologies to food and beverage companies around the world. While primarily a B2B organization, Kerry's success depends on deeply understanding the end consumer — enabling its customers to create products that resonate in-market.

As Marketing Insights Director and North America Insights Lead, Sarah Miller is responsible for uncovering the consumer motivations, behaviors, and trends that guide innovation across Kerry's diverse portfolio.

Client Challenge

Kerry's marketing insights team operates at the intersection of consumer understanding and commercial application. To support both internal teams and external customers, they needed a way to move beyond surface-level signals and build a deeper, more actionable understanding of consumer behavior.

Kerry needed a partner that could help them:



Move Beyond Surface-level Data

Traditional approaches often focused on metrics like clicks or mentions, without capturing the deeper context behind consumer behavior.



Understand The "Why" Behind Consumption

To guide innovation, Kerry needed to uncover emotional drivers, motivations, and cultural context — not just observable trends.



Build Stronger, Consumer-backed Business Cases

Insights needed to translate into clear narratives that Kerry could use to support product development and pitch customers.



Scale Insight Across A Highly Focused Team

With teams supporting a broad and complex product landscape, Kerry needed insight that could scale efficiently while still delivering depth and clarity.

Our Approach

Lux integrates into Kerry's workflows as both an insight engine and an expert partner — combining large-scale data analysis with anthropological interpretation and analyst collaboration.



Contextual Consumer Understanding

Rather than focusing on surface metrics, Lux helps Kerry analyze real consumer conversations to uncover deeper meaning — identifying themes, language, and emotional drivers behind behavior. This enables Kerry to understand not just what consumers are doing, but why.



Anthropological Insight at Scale

Lux's approach blends data with cultural and linguistic expertise, bringing an anthropological lens to consumer research. This allows Kerry to identify patterns in beliefs, motivations, and behaviors across markets — turning unstructured data into structured insight.



Analyst-Led Collaboration

Kerry works closely with Lux analysts in live sessions to explore questions, pressure-test ideas, and connect insights across categories. The presence of domain experts — including Ph.D. anthropologists and linguistics specialists — enhances both the depth and credibility of the work.



From Trends to Actionable Narratives

Lux enables Kerry to validate internal hypotheses and enrich existing research with consumer-backed evidence. This includes mapping trends along the innovation curve, defining sub-themes, and building profiles that help translate insights into actionable strategies.



Impact in Action



Turning Emotion into Innovation Direction

Through work exploring sensory and emotional drivers, Kerry used Lux to understand how consumers articulate preferences and motivations around food experiences — uncovering themes linked to taste, texture, and emotional context.



Strengthening Product Development Focus

By providing upfront clarity on consumer needs and behaviors, Lux helps Kerry's R&D teams narrow their focus — reducing trial-and-error and enabling more targeted innovation.



Building Stronger Customer Narratives

Lux insights allow Kerry to create compelling, data-backed stories for its customers — connecting trends, behaviors, and opportunities into clear commercial recommendations.



Validating and Quantifying Trends

Kerry uses Lux to validate its annual taste trends, adding quantitative, forward-looking consumer data to what was previously more qualitative analysis — increasing confidence in both internal and external communications.

“It helps our teams better understand who they’re developing for — what consumers want and need — before they start creating products.”



Sarah Miller, Kerry Group
Marketing Insights Director, North America Insights Lead

The Benefit

Working with Lux enables Kerry to move from fragmented signals to a cohesive, consumer-centered understanding — strengthening both internal decision-making and external impact.



Deeper Consumer Insight

Kerry gains access to rich, contextual understanding of consumer motivations, going beyond traditional research approaches.



Stronger Commercial Storytelling

Consumer insights become actionable narratives that Kerry can use to influence customers and guide product innovation.



Enhanced Confidence in Decisions

With expert interpretation and validation, teams can move forward with greater clarity and conviction.



Expert Extension of the Team

Lux analysts act as a trusted partner — bringing academic rigor, cross-industry perspective, and real-time collaboration.

A True Thinking Partner

Lux doesn't just provide data — it provides interpretation, context, and perspective. By combining advanced analytics with human expertise, Lux helps Kerry connect the dots between consumer behavior, product innovation, and business growth.

“One of the biggest selling points for me was that you have cultural anthropologists on the team — people who truly understand how to interpret culture and language.”



Sarah Miller, Kerry Group
Marketing Insights Director, North America Insights Lead