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Special Issue Reprint

Sensory Analysis and Consumer Research in New Product Development

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Sensory analysis and consumer research are relevant tools in innovation and new product development, from design to commercialization. This Special Issue has collected 13 valuable scientific contributions, including 1 review, 12 original research articles and an editorial. The SI provides an interesting outlook and better understanding of sensorial analysis with the different techniques and consumer research on new product development. Important practical applications have been reported on the development of different novel, functional and enhanced products (meat, fish, biscuits, yogurt, porridge, hybrid meat, molecular products, etc.), which helps increase knowledge in this field. This SI is very useful for both present and future uses for the different players involved in this kind of product development (industry, companies, researchers, scientists, marketing, merchandising, consumers, etc.).



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