

# Download Sensory Analysis

Sensory analysis (or sensory evaluation) is a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses (sight, smell, taste, touch and hearing) for the purposes of evaluating consumer products. Our Solutions. Sensory Spectrum is an innovative, multi-disciplinary team of experts in the field of sensory and consumer science. We are committed to understanding every aspect of the senses and how they relate to consumer needs, wants and experiences. Add sense to your products Your partner for sensory marketing research Descriptive sensory analyses are distinguished from other sensory testing methods in that they seek to profile a product on all of its perceived sensory characteristics., Sensory Analysis.

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