

Who is Curion?

Curion is a full-service product insights firm with a focus on consumer product testing. We mitigate risk of marketplace failure by ensuring that only products of quality and character will be introduced to the market, providing repeatable delight to your consumers. We accomplish this with our world-class people, innovation, processes, facilities and data insights.

What makes us different



Innovation

Innovation through a combination of expertise and creativity in product research and consumer understanding.



Cost & Agility

Though world class, we are also realistic with budgets, creativity that comes from having deep capability, and speed of implementation.



Financial Strength/Backing

Curion's financial security, owned by Monroe Capital with \$7B in assets.



Talent

We are scientific and marketing professionals who also teach, publish, and speak as experts in the field.



Database & Recruiting

API partnership allows for micro-recruiting and hard to fill quotas.



Facilities

Curion's state-of-the-art facilities are amongst the largest and most technologically advanced in the world.



Our approach and innovation will help you

UNDERSTAND PROCESS USED IN PURCHASE DECISION	ENSURE REFORMULATION SUCCESS	DETERMINE PACKAGING CLAIMS
UNDERSTAND HOW YOU COMPARE TO THE COMPETITION	OPTIMIZE AND ENSURE QUALITY CONTROL ACROSS PRODUCTION SITES	UNDERSTAND CONSUMER DELIGHTS, CHALLENGES, AND OPPORTUNITIES
IDENTIFY PRODUCT SIMILARITIES AND DIFFERENCES	DETERMINE IF YOUR NEW PRODUCT IS READY TO LAUNCH	IMPROVE MARKET PLACE PERFORMANCE
IDENTIFY KEY ATTRIBUTES FOR DEVELOPMENT AND OPTIMIZATION	EXPLORE PURCHASE BEHAVIOR	DETERMINE THE SHELF LIFE OF YOUR PRODUCT

Client Successes

REVLON

“There was a recent case where Curion helped us in developing a product... It was a very large study, extremely successful. We are happy with the results, and we are going to be able to upgrade this product and modernize it, while not losing our valued customers.”



“As a small emerging company, we find it difficult sometimes to find vendors who are equally as passionate as we are to get the level of attention that we need. [We need] a vendor who is knowledgeable and has the expertise to guide us down the right results and provide the resources that we often lack in our company, and every time we've worked with Curion that has been my experience.”

Disruptive Methods



Your success is our win.

CONTACT US | info@curioninsights.com

