

Shark Ninja

SharkNinja is a household appliances producer, focusing on the details

Identify what is the next big thing for kitchen appliances for food preparation

APPROACH



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights and Ideas



20+ Strategic Growth Opportunity Areas



20+ Detailed Business Concepts



5 Business Cases for Senior Leadership

KEY TRENDS

- **Healthy Lifestyle:** growing awareness for healthy living, valuing transparency of food ingredients
- **Efficiency and convenience:** need for fast, time saving food preparation methods demand multipurpose home appliances
- **Interconnectivity:** connected devices provide a functional and efficient lifestyle
- **Segmented dietary choices:** individual preferences and dietary restrictions demand targeted offering

"We found both the insights and the concepts quite valuable. These results provided us with new perspectives and with stronger validation of some of the directions we were exploring."

Chuck Brunner, Director of Research and Development