



## ALDI BE Mondwater Coolmint

Survey 57.133  
Belgium, 01-06-2018

Aldi Mondwater variant Coolmint	EAN -
Listerine Mondwater variant Coolmint	EAN -

### Survey

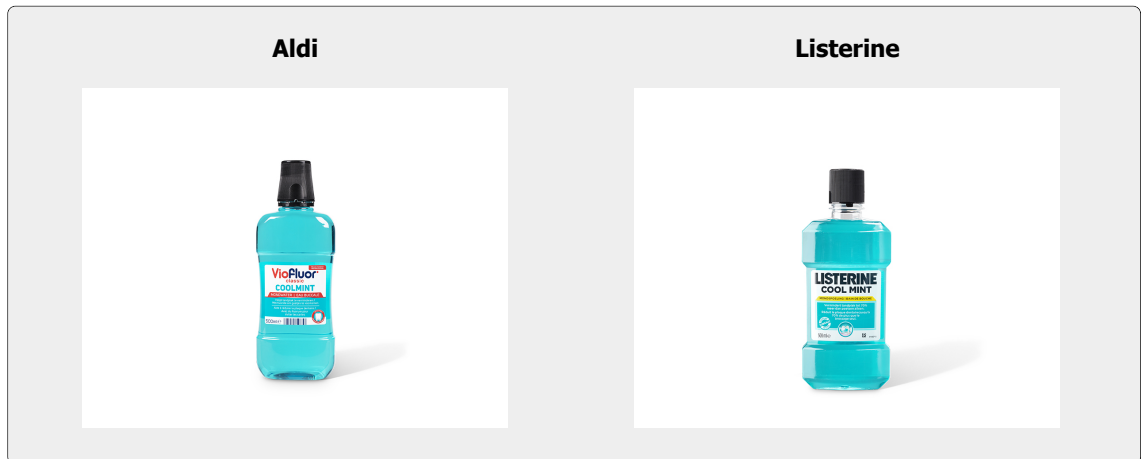
Fieldwork : Week 19  
Date of report : 21-08-2018  
No. of consumers : 75  
Hall(s) : In-home  
Test design : Monadic, Blind

*Participants judged one product only,  
in an unbranded packing*

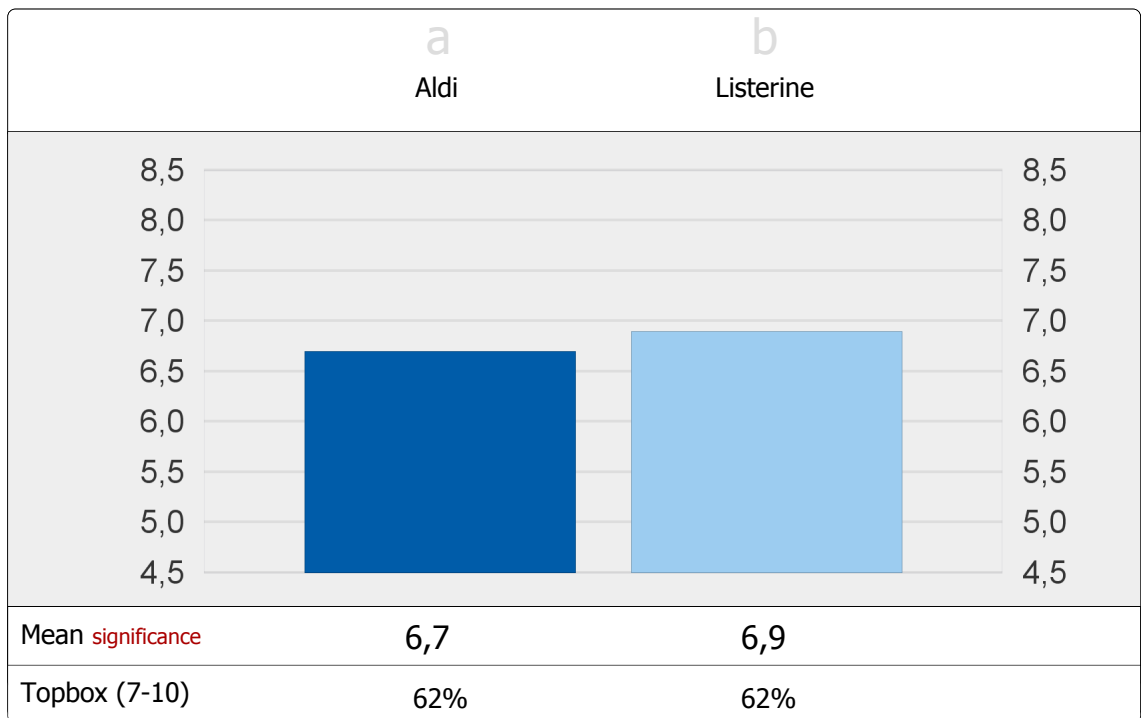
### Target group

- 45% 18-40 year, 55% 41-65 year
- 65% female, 35% male
- Non-rejectors of the tested product

### Product



### Overall Opinion (10= max.)

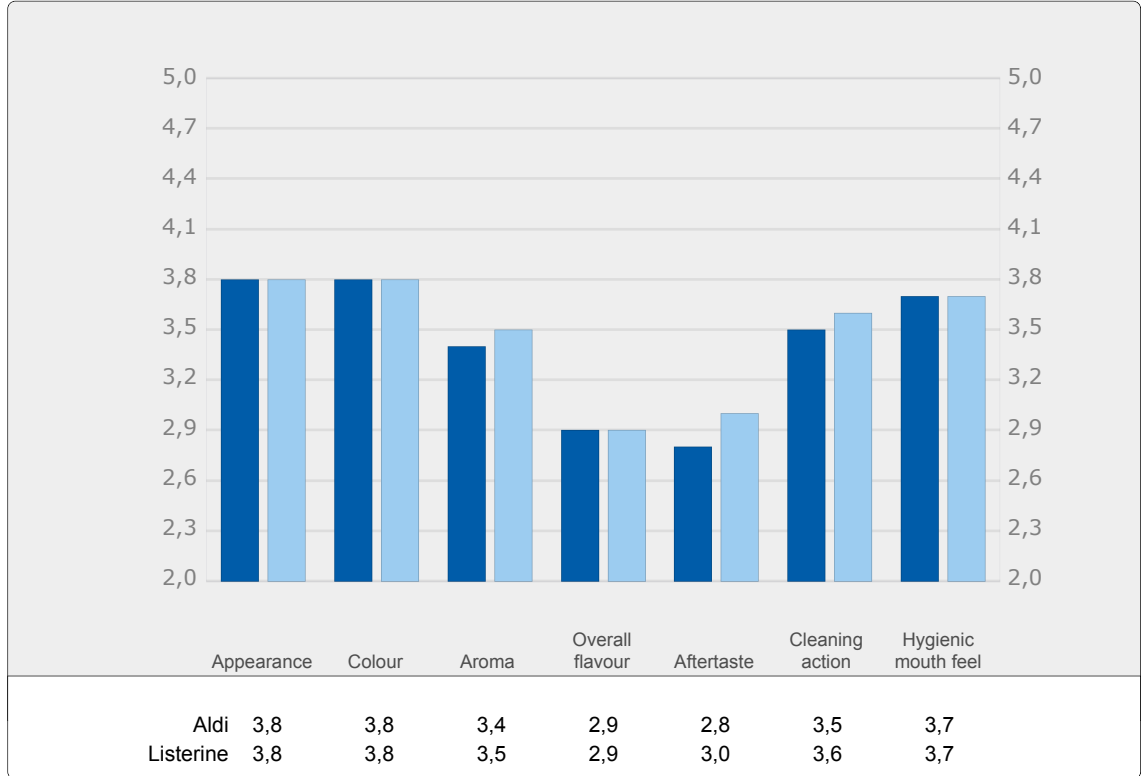


### Conclusion

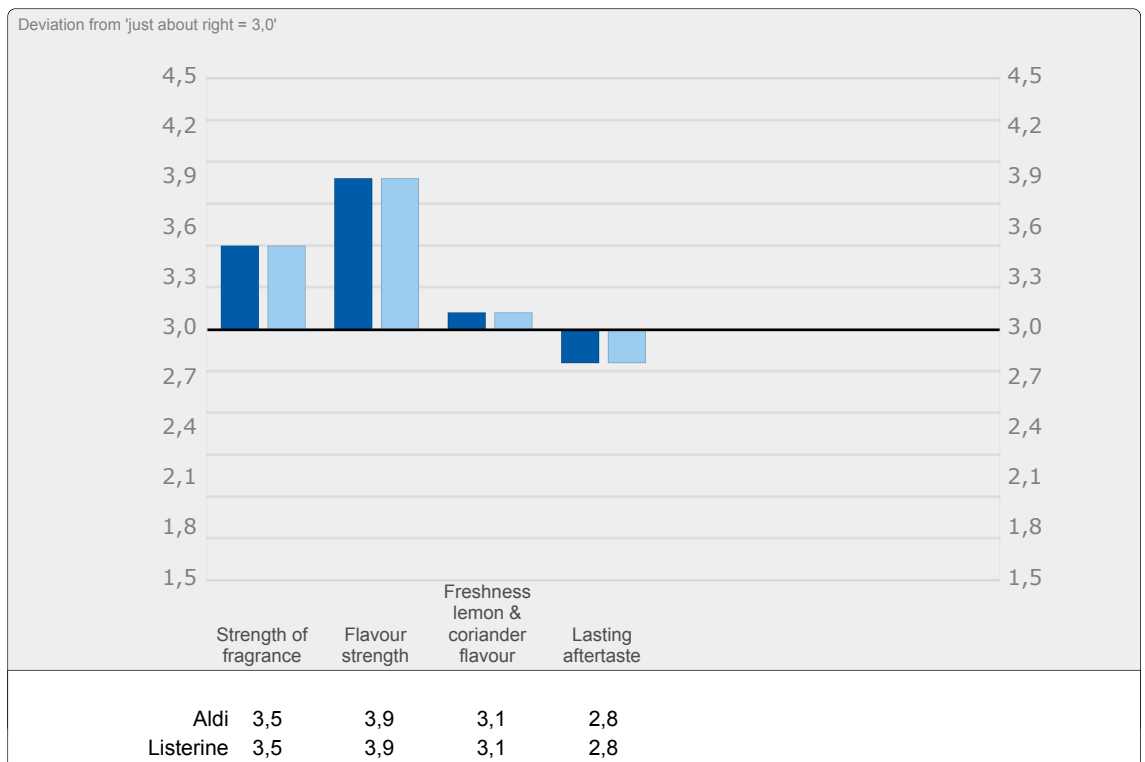
**Aldi:**  
Overall Opinion: no significant difference compared to Listerine.

Significance at 95%

### Hedonic attributes (5= max.)

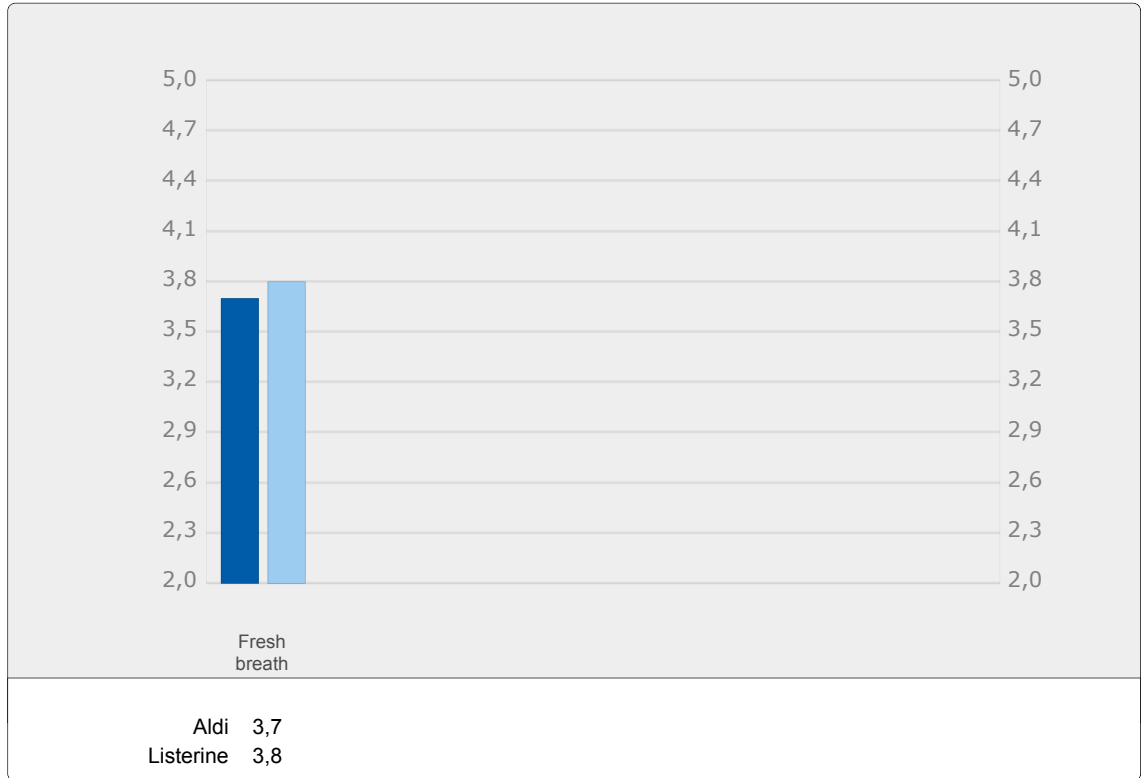


### Diagnostic attributes (3= just about right)



■ Aldi  
■ Listerine  
S = Significance at 95%

### Hedonic attributes (5= max.)



■ Aldi  
■ Listerine  
S = Significance at 95%