

intro

- NWSGRG is an independent market research consultancy with over 25 years of experience in qualitative and quantitative research.
- I help organisations get to the heart of their questions by combining a hands-on, proactive approach with tailored and innovative research methods.
- My expertise spans a broad range of sectors, with a particular focus on children, young people and families, as well as food and retail.
- With experience on both the agency and client side, I understand not only how to generate meaningful insights, but also how to translate them into actionable recommendations.

Catelijne Rutten



- **25+ years of experience** in market research, covering both qualitative and quantitative methodologies.
- **Founder / independent market research consultant at NWSGRG**, established in 2007.
- Extensive experience on both the **research agency and client side**, including roles/projects for Qrius, Youngworks, Desan, Haystack, HEMA, Consumentenbond and bol.com.
- Specialist expertise in **children, young people and families**, including understanding their behaviour, needs, motivations and influence within the family.
- Strong experience in **food and retail research**, including consumer behaviour, purchasing decisions and in-store research.
- Experienced in a wide range of **qualitative research methods**, including focus groups, in-depth interviews, home visits, UX research, store visits, online communities and creative workshops.
- Experienced in **quantitative and mixed-method research**, combining different methodologies to answer complex research questions.
- Skilled in translating research questions into **tailored, innovative research approaches** and actionable insights.
- **Proactive** approach, with a strong focus on understanding what really drives and matters to consumers.