



Euromonitor  
International

# Innovation: Food and Beverage in the UK

June 2024

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### Scope

Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

A preference for domestic products drives in-country innovations

Health and sustainability align with regulations and consumer trends

New launches in the UK in 2023: Packaged food

Mondelez quickly reacts to HFSS regulation with new sub-brand launch

New launches in the UK in 2023: Alcoholic drinks

Flavour-focused spirits are a key driver of new product development

New launches in the UK in 2023: Hot drinks

Functional benefits and premium blends lead innovation in tea

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Immunity boosting and unique flavours at the forefront of beverage innovation

New launches in the UK in 2023: Pet care

High-quality ingredients and personalised product offers appeal to pet owners

Health retailer leads new launches, offering wellness-focused products

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Passport innovation industry coverage

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## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/innovation-food-and-beverage-in-the-uk/report](http://www.euromonitor.com/innovation-food-and-beverage-in-the-uk/report).