



Product Innovation in Packaged Food

October 2024

Table of Contents

INTRODUCTION

Product innovation in packaged food

Passport Innovation : What's covered?

Key findings

Packaged food innovation overview by country

Packaged food innovation overview by category

Packaged food innovation overview by retailer

Leading supplier profiles: Nestlé and PepsiCo

Top three innovations in packaged food

HEALTH AND WELLNESS

Health and Wellness: Natural and better-for-you opportunities remain vast

Health and wellness demands lead to reduction and functional formulations

New innovations continue to inject elements of health and wellness

Nature's Path, leading organic cereal brand, finds growth as a healthy indulgence

SENSORY EXPERIENCE

Sensory Experience: Flavour experimentation grows to support consumer demands for new

Classic products take on cultural twists with the inclusion of new flavours and spice

Innovations highlight textural and cultural components while remaining attentive to taste

As multicultural innovations grow, brands should strive for balance and authenticity

UNLOCKING VALUE

Unlocking Value: Brand and private label investments accelerate

Private label advances affordable upgrades while big brands reinvest

NPDs are justifying prices with indulgence factors, pack size transparency and value features

Opportunities for occasions fluctuate following years of disruption

Recommendations : How to win

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.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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/product-innovation-in-packaged-food/report.