

Future Innovations in Food and Drinks to 2015: NPD, Trend Convergence and Emerging Opportunities

Introduction

This report is based on extensive analysis of over 75,000 new product launches and an exclusive global panel survey. The report explores the key trends in the global food and drinks market, assesses the most innovative models, analyzes the most advanced products, and provides actionable recommendations for increasing innovation success rates.

Scope

- Enhance the effectiveness of your innovation strategies.
- Assess the key trends in food and drinks innovation.
- Benchmark leading executive opinions on the future of the food and drinks industry.
- Identify emerging market opportunities.

Research and analysis highlights

A high level of innovative activity in the soft drinks sector can be attributed to an explosion in new combinations, flavor and tastes driven by indulgence and premiumization trends as well as a shift to new functional, nutraceutical and natural soft drinks lines

The economic downturn has thrown up some new opportunities for traditional food categories. The shelf stable (canned and packaged) sector, long seen as the dowdy neighbor to more exciting categories such as frozen, chilled and fresh, has witnessed somewhat of a revitalization as consumers downgraded their spending patterns

North America is the only region to have witnessed an increase in innovation levels between 2006-2009

Key reasons to purchase this research

- Determine key industry issues affecting the future of the food and drinks new product development
- Evaluate factors that are driving the key developments in food and drinks innovation
- Ascertain as to who are the innovation leaders and what lessons can be learned from them
- Evaluate how the food and drinks companies are improving their return on investment in innovation
- Evaluate which innovation strategies are the most effective and what regions are leading innovation in the global food and drinks market

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