



Innovation: Food and Beverage in the UK

June 2024

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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

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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

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Functional benefits and premium blends lead innovation in tea

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