



# Innovation: Food and Beverage in Australia

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## INTRODUCTION

Snapshot of NPD activity across food and beverage categories in Australia

## INNOVATION IN PACKAGED FOOD

New Asian brands and functional snacks launches lead NPD activity

High NPD activity offset by weak product retention

Key attributes: Health-focused claims shape packaged food innovation

Wellness and flavour at the core of new product development

## INNOVATION IN ALCOHOLIC DRINKS

New product development is fuelled by better-for-you options and new flavours

Innovation activity slowed amid economic instability

Key attributes: Low calories, low sugar and low alcohol claims drive NPD

Smirnoff expands into RTDs with vodka Crush product range

## INNOVATION IN SOFT DRINKS

Beverages with functional and premium ingredients drive new launches

New product launches captured a greater portion of category assortments

Key attributes: Hydration at the forefront of new product development

Australian brands focus on hydration and vitamin fortification

## INNOVATION IN PET CARE

Pet humanisation boosts demand for high-quality targeted pet food offerings

Owners prioritising their pets' health drives new product launches

Key attributes: Pet health and wellness are major priorities for the owners

Ivory Coat introduced new premium product line, Inspired by Raw

## INNOVATION IN HOT DRINKS

Functional benefits and premium offers lead new hot drinks launches

New launches in coffee lost share, while tea NPDs remained stable

Key attributes: Functional benefits lead hot drinks attributes

The Australian market welcomes premium and speciality hot drinks

## APPENDIX

Monitoring innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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