



Euromonitor  
International

# Mastering Innovation Through Strategic Tracking of New Product Launches

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## INTRODUCTION

About the data used in this report

Key findings

Exploring mastering Innovation through strategic tracking of new product launches

Tracking new product development: Why does it matter?

Determining portfolio evolution is a critical first step in innovation strategy planning

Mastering innovation through strategic tracking of new product launches uncovered

## TRACKING NEW PRODUCT LAUNCH ACTIVITY TO MAP OPPORTUNITIES FOR INNOVATION

Identify dynamic markets for testing new products to increase the potential for success

Use new product launch tracking data to identify the best markets for launch

The US is the top market for new product launches globally

Germany and Brazil: Strategic gateways for regional expansion

France: A key consideration for launching new beauty related products

Over half of new product launches detected are in the beauty and health industries

Opportunities also exist in other categories

Increasing launch activity in a category can signal growing consumer interest

Understand what product features brands are innovating with

Brands align with important consumer trends and product features for successful innovation

Mapping opportunities for innovation

## LEARN FROM NPD TO STAY AHEAD OF THE COMPETITION

Track new product launches to understand and learn from competitors innovation strategies

Global players drive new product launches with existing brands

Bath & Body Works leverages existing strengths to expand into adjacent categories

Brand evolution can transcend geographies, categories and occasions

Leveraging new consumption occasions, DirTea is at the forefront of NPD

Keeping a close eye on the competitive landscape

## CHOOSING THE RIGHT RETAILER PARTNERS FOR SUCCESS

Prominent global retailer Carrefour spearheads innovation

Carrefour's broad coverage enables it to expand quickly to other countries

Specialist retailers capitalise on their industry supremacy to win

Brands weigh up the benefits of launching in generalists versus specialists

Identifying optimal partners for impactful go-to-market strategies

## CONCLUSION

Key takeaways

Stay on top of new product launches to gain actionable insights for innovation success

Dynamic NPD environment signals shifts in consumer priorities

New product innovation to drive increased revenue and opportunities for growth

## APPENDIX

Passport Innovation: Industry coverage

Passport Innovation: Geographical coverage

Which retailers are in scope?

## About Euromonitor International

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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.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mastering-innovation-through-strategic-tracking-of-new-product-launches/report](http://www.euromonitor.com/mastering-innovation-through-strategic-tracking-of-new-product-launches/report).