

# Innovation: Food and Beverage in Germany

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#### INTRODUCTION

Snapshot of NPD activity across food and beverage categories in Germany

#### INNOVATION IN HOT DRINKS

Tea drives innovation as wellness-focused NPDs gain momentum

Heavy investment in new tea products boosts their presence within the assortment

#### INNOVATION IN HOT DRINKS

Key attributes: Relaxation – the leading claim in hot drinks
Diet Food offers wellness tea blends with functional benefits

### INNOVATION IN PACKAGED FOOD

Indulgence, flavour exploration and functionality drive packaged food innovation
Balancing churn and innovation in indulgent packaged food categories
Key attributes: Demand for clean label ingredients drives health-related attributes
Ritter Sport debuted new Duo product line in Germany

#### INNOVATION IN ALCOHOLIC DRINKS

Innovation driven by growing aperitif trend and new formats
Increased popularity of RTDs drives manufacturer investment
Key attributes: Organic and clean-label ingredients lead sustainability claims
Germany welcomes limited edition gin and budget-friendly RTD spritz

## INNOVATION IN PET CARE

Surging demand for premium quality pet food fuels NPDs in the category Innovation in pet food slows down, while retention remains high Key attributes: A quarter of new products were formulated with added vitamins German brand, Wildes Land, launches vegetarian dental sticks for dogs

#### INNOVATION IN SOFT DRINKS

Health-conscious German consumers seek beverages with added functionality Soft drink innovation balances cost-efficiency with consumer demand Key attributes: Zero sugar and functional benefits lead health claims Functionality is at the forefront of innovation across categories

#### **APPENDIX**

Monitoring Innovation for business growth Passport Innovation: Methodology Passport Innovation: What's covered? Passport Innovation retailer coverage

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