

# Product Innovation in Packaged Food

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## INTRODUCTION

Product innovation in packaged food
Passport I nnovation: What's covered?

Key findings

Packaged food innovation overview by country
Packaged food innovation overview by category
Packaged food innovation overview by retailer
Leading supplier profiles: Nestlé and PepsiCo
Top three innovations in packaged food

## HEALTH AND WELLNESS

Health and Wellness: Natural and better-for-you opportunities remain vast
Health and wellness demands lead to reduction and functional formulations
New innovations continue to inject elements of health and wellness
Nature's Path, leading organic cereal brand, finds growth as a healthy indulgence

#### SENSORY EXPERIENCE

Sensory Experience: Flavour experimentation grows to support consumer demands for new Classic products take on cultural twists with the inclusion of new flavours and spice Innovations highlight textural and cultural components while remaining attentive to taste As multicultural innovations grow, brands should strive for balance and authenticity

#### UNLOCKING VALUE

Unlocking Value: Brand and private label investments accelerate

Private label advances affordable upgrades while big brands reinvest

NPDs are justifying prices with indulgence factors, pack size transparency and value features

Opportunities for occasions fluctuate following years of disruption

Recommendations: How to win

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