



Euromonitor  
International

# Product Innovation in Food and Beverage

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Why read this report?

Key findings

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Tracking product longevity across adjacent industries and categories to inform NPD

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## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/product-innovation-in-food-and-beverage/report](http://www.euromonitor.com/product-innovation-in-food-and-beverage/report).