



Euromonitor  
International

# Decoding Innovation: Signals, Scale and Survival

July 2025

Table of Contents

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Gaining a competitive edge through smart innovation tracking

Strategic innovation forging the path to growth

Renovation over revolution: Sub-brand launches drive growth

Navigating innovation: FMCG leaders' strategies for Success

Innovation leaders and laggards: A country-level view

Decoding innovation success through an NPD lifecycle lens

## INNOVATION SIGNALS: UNDERSTANDING CLAIMS THAT DRIVE INNOVATION

Uncovering the signals: Health claims and innovation in FMCG

Health claim signals in focus: Where consumer priorities are heading

Cross-category signals: Shared health claims pointing towards growth

Timing is everything: Leveraging seasonal patterns to optimise new product launches

Strong cross-market opportunities for innovation with the right claims

Aligning claims with consumer value: Unlocking premium pricing opportunities

Recommendations for growth

## INNOVATION EXPANSION: MONITORING POST-LAUNCH PERFORMANCE FOR OPPORTUNITIES

Tracking expansion to drive innovation: lessons from retail, market and category rollouts

Identifying optimal partners for impactful go-to-market strategies?

Brands weigh up the benefits of launching in generalists versus specialists?

Rapid, multi-retailer expansion to identify high-performing product launches

Rapid expansion of Liquid I.V. as Unilever bets on functional hydration

Scaling innovation: Cross-market launches as proof of product relevance

Strategic product claims enable cross-market adaptability in sun care

Monitoring market-level NPD to identify winning strategies: Sun care in India

Using product launch data to track category convergence

Recommendations for growth

## INNOVATION RESILIENCE: UNDERSTANDING PRODUCT SURVIVAL AND FAILURES

High stakes in FMCG innovation: The challenge of staying relevant

Market-specific challenges and opportunities: Tailoring strategies for lasting success

From moisturising to treatment: Vaseline reframes body care, where it works!

Sweet spot: Hershey's bets on evolving and traditional tastes in emerging markets

Health claims drive staying power: Key attributes for staying power in FMCG

Briantos Delicious Paté: Staying power through health-driven innovation

But not all claims are a natural fit: Understanding category context for longevity

## INNOVATION RESILIENCE: UNDERSTANDING PRODUCT SURVIVAL AND FAILURES

No shelf life: Why Edelika's peppermint tea failed to brew consumer interest

Recommendations for growth

## CONCLUSION

Recommendations for sustainable innovation

Five steps to successful data-driven innovation decision making

## CONCLUSION

Innovation recalibrated: the path to growth

Questions we are asking

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/decoding-innovation-signals-scale-and-survival/report](http://www.euromonitor.com/decoding-innovation-signals-scale-and-survival/report).