

# SOAP MARKET UPDATE

Q1 2016



## Abstract

Constantly evolving consumer preferences, the relentless pace of innovation in product and packaging, and the ever-shifting nature of the product landscape can all make it hard to truly keep on top of where your market is heading.

Gama's Market Update strips away the 'noise' and helps to separate fact from fiction. By combining the very latest need-to-know information and insights from Gama Compass™, Gama's quarterly roundup will provide you with an evidence-based approach to support your product strategy and will leave you primed to capitalize on the opportunities that will drive the success of your business.

### REASONS TO PURCHASE

- **Get inspired** by the latest innovations and discover new ideas to feed into your own product development cycles.
- **Keep an eye on the latest launches** so you can always stay one step ahead.
- **React swiftly to market changes** by keeping abreast of the latest trends in fragrances, packaging, claims and more.
- Use key intelligence to **sharpen your strategy** and **boost revenues** and profitability.



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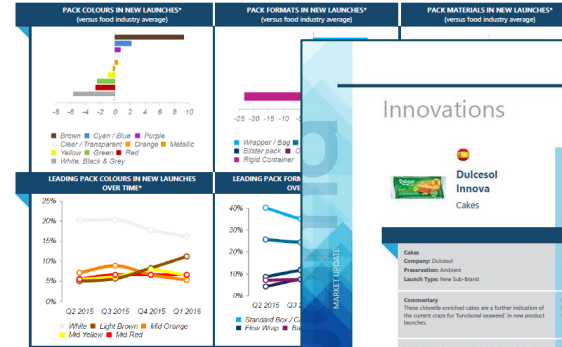
### 04 Market Overview

Your market at a glance. Includes overall launches, patterns in new product pricing, flavour trends and country indicators.

### 05 Innovation Overview

See the latest position of bakery categories on the Gama Innovation Matrix. Track leading innovation benefits.

## Packaging Overview



## Innovations

**Dulcesol Innova Cakes**

**65** Significant

**INNOVATION SCORE**

Product:

Packaging:

Positioning:

**INNOVATION BENEFITS**  
Ingredient / Formula, Health & functional benefits.

**KEY**  
• New line of cakes made with Chlorella, a single-cell algae rich in proteins, and other essential nutrients.  
• "Dulcesol Innova Revolution brings you bakery products with less sugar, more fibre, omega 3, less saturated fat... and more revolutionary, with Chlorella algae. These algae contribute to make fat-spoor healthy properties (e.g. protein, vitamins, minerals, essential amino acids and unsaturated fatty acids)."  
Claims: High / Source of Fibre, High / Source of Protein, High Omega 3, Low Sugar

**Dan Cake Butter Cookies | Diz Com Gliz Butter Cookies**

**50** Significant

**INNOVATION SCORE**

Product:

Packaging:

Positioning:

**INNOVATION BENEFITS**  
Design & Visual Appeal, Product Experience, Consumer Interaction & adaptation.

**KEY**  
• "Through conversation, say hi with chalk (let a cookie lead the Instagram follow)."  
• "Write down what's on your mind, write a message that reports you, declares your love to the best of your life or simply say "I love you!"  
• "cookies talk!"  
• 1.58 EUR / 45g

## LICENCE OPTIONS

	REGIONAL	GLOBAL
<b>1 issue</b> APR '16	£ 1,400 \$ 2,020 € 1,790	£ 4,900 \$ 7,090 € 6,270
<b>3 issues</b> APR '16, JUL '16, OCT '16	£ 3,780 \$ 5,470 € 4,830	£ 13,230 \$ 19,160 € 16,920



## ABOUT THIS SERIES

Combining a wealth of market-specific insight with up-to-date information on the latest launches and industry stories, Gama's Market Update – published four times a year – lets you explore your market in unparalleled detail. Study NPD trends in prices, claims, fragrances, packaging and more. Learn from the latest game-changing innovations and product launches. Keep track of the important news and events impacting the soap space.

The Market Update series is underpinned by Gama Compass™, the world's most detailed source of new product information. Powered by our network of over 100 in-country experts in 46 key markets, Gama Compass™ offers an unrivalled perspective on the world of product innovation.

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