

BAKERY

MARKET UPDATE

Q2 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 flavours, packaging, claims and more.
- Use key intelligence to **sharpen your strategy and boost revenues** and profitability.



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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.

7 of track patterns in product attributes.

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Packaging Overview

PACK COLOURS IN NEW LAUNCHES*
(versus food industry average)

PACK FORMATS IN NEW LAUNCHES*
(versus food industry average)

PACK MATERIALS IN NEW LAUNCHES*
(versus food industry average)

Innovations

Dulcesol Innova Cakes

INNOVATION SCORE: 65 (Significant)

INNOVATION BENEFITS: Ingredient / Formula, Health & Functional benefits.

NEW: New line of cakes made with Chlorella, a single-cell algae rich in proteins, and other essential nutrients.

Dan Cake Butter Cookies | Diz Com Gliz Butter Cookies

INNOVATION SCORE: 50 (Significant)

INNOVATION BENEFITS: Design & Visual Appeal, Product Experience, Consumer Interaction & Adaptation.

NEW: Through conversation, say hi with chalk (let a cookie lead the Instagram follow).

Images are illustrative

LICENCE OPTIONS

	REGIONAL	GLOBAL
1 issue JUL '16	£ 1,400 \$ 2,020 € 1,790	£ 4,900 \$ 7,090 € 6,270
3 issues JUL '16, OCT'16, JAN '17	£ 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, flavours, packaging and more. Learn from the latest game-changing innovations and product launches. Keep track of the important news and events impacting the bakery 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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