



# SAUCES & SEASONINGS

MARKET UPDATE

2016  
Q2

**Gama**  
exploring innovation

## 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

- 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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- Market overview
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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.

7 —  
7nd track patterns in product attributes:  
hours

10 —  
Images are illustrative

**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)

\*See the Definitions at the end of the report.

**Innovations**

Product	INNOVATION SCORE
Dulcesol Innova Cakes	65
Cakes Company Dulcesol Preservative: Ambient Launch Type: New Sub-Brand	Product Packaging
<b>Commentary</b> These chocolate-wheeled cakes are a further indication of the trend towards more indulgent and sweetened launches.	Packaging
<b>INNOVATION BENEFITS</b> Ingredient / Formula, Health & Functional Benefits	Innovation
<b>SKU</b> Orange (100g) 1.00 EUR / 210g (9 count)	SKU
<b>SKU</b> Pineapple (100g) 1.00 EUR / 210g (9 count)	SKU
<b>SKU</b> Milk with Yoghurt (100g / 210g (9 count))	SKU
<b>Commentary</b> This "challboard" tin of biscuits opens up new possibilities for giving and customising.	Packaging
<b>INNOVATION BENEFITS</b> Design & Visual Appeal, Product Packaging, Product Innovation, Innovation & Adaptation	Innovation
<b>SKU</b> Biscuits (cookies) Com Giz Butter Cookies Portugal Preservative: Ambient Launch Type: New Sub-Brand	SKU
<b>Commentary</b> This "challboard" tin of biscuits opens up new possibilities for giving and customising.	Packaging
<b>INNOVATION BENEFITS</b> Design & Visual Appeal, Product Packaging, Product Innovation, Innovation & Adaptation	Innovation
<b>SKU</b> Dan Cake Butter Cookies   Diz Com Giz Butter Cookies	SKU

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## LICENCE OPTIONS

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## 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 sauces & seasonings 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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