

SNACKS

MARKET UPDATE

2016
Q3

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.



Table of Contents

Executive Summary

01. Market analysis

- Market overview
- Innovation overview
- Claims & attributes overview
- Packaging overview

02. New products & innovations

- Innovations
- New product launches

03. News

04. Further information

- Definitions
- Supplementary notes

Contents

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 of track patterns in product attributes.

10

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

Category	Product	Packaging	Positioning
Cakes	Dulcesol	Standup Pouch	Positioning

INNOVATION BENEFITS
Ingredient / Formula, Health & Functional Benefits

MARKET UPDATE
New line of cakes made with Chlorella, a single-cell algae rich in protein, and other essential nutrients. Dulcesol Innova Revolution brings you bakery products with less sugar, more fibre, essential oils, natural preservatives and more revolutionary, with Chlorella algae. These algae contribute to taste but very healthy properties as protein, vitamins, minerals, essential amino acids and unsaturated fatty acids.

MARKET UPDATE
Cakes: High / Source of Fibre, High / Source of Protein, High / Omega-3, Low Sugar

Dan Cake
Butter Cookies | Diz Com Gliz
Butter Cookies

INNOVATION SCORE: 50
Significant

Category	Product	Packaging	Positioning
Butter Cookies	Dan Cake	Standup Pouch	Positioning

INNOVATION BENEFITS
Design & Visual Appeal, Product Innovation, Consumer Interaction & Adaptation

MARKET UPDATE
Tough combination, say hi with chalk (let a cookie lead the inspiration follow). Write down what's on your mind, write a message that inspires you, declares your love to the love of your life or simply say "I like you!" Includes chalk!

MARKET UPDATE
ROB
1.58 EUR / 65g



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 snacks 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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