



# READY MEALS & PREPARED FOODS

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.



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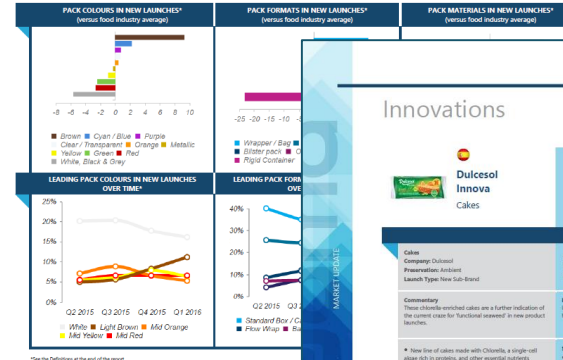
04 Market Overview

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

<p><b>Dulcesol Innova</b> Cakes</p> <p><b>INNOVATION SCORE</b> 65 Significant</p> <p><b>Product:</b> Cakes <b>Packaging:</b> Ambient <b>Positioning:</b> Sandwich Type New Sub-Brand</p> <p><b>INNOVATION BENEFITS</b> Ingredient / Formula, Health &amp; Functional Benefits</p> <p><b>SDS</b> • Change (1,100 EUR / 210g 10-month) • New (1,500 EUR / 210g 9-month) • Repack (1,100 EUR / 210g 10-month) • Repack with High Fruit (1,100 EUR / 210g 10-month)</p> <p><b>Claims:</b> High / Source of Fibre, High / Source of Protein, High / Orange 3, Low Sugar</p>	<p><b>Dan Cake Butter Cookies   Diz Com Gliz</b> Butter Cookies</p> <p><b>INNOVATION SCORE</b> 50 Significant</p> <p><b>Product:</b> Butter Cookies <b>Packaging:</b> Ambient <b>Positioning:</b> Sandwich Type New Sub-Brand</p> <p><b>INNOVATION BENEFITS</b> Design &amp; Visual Appeal, Product Appearance, Consumer Interaction &amp; Adaptation</p> <p><b>SDS</b> • (1,500 EUR / 160g)</p> <p><b>Claims:</b> High / Source of Fibre, High / Source of Protein, High / Orange 3, Low Sugar</p>
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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 ready meals & prepared foods 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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