



# SAUCES & SEASONINGS

MARKET UPDATE

2016  
Q3

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

## Packaging Overview

### PACK COLOURS IN NEW LAUNCHES\* (biscuit food industry average)

Colour	Percentage
Brown	~8%
Ocre/Yellow	~4%
Purple	~2%
Clear/Transparent	~1%
Orange/Metallic	~1%
Yellow/Green	~1%
Red	~1%
White/Black & Grey	~1%

### LEADING PACK COLOURS IN NEW LAUNCHES OVER TIME\*

Time Point	White	Light Brown	Mid Orange	Mid Yellow	Light Red
Q2 2015	~18%	~10%	~8%	~5%	~5%
Q3 2015	~17%	~10%	~8%	~5%	~5%
Q4 2015	~16%	~10%	~8%	~5%	~5%
Q1 2016	~15%	~10%	~8%	~5%	~5%

\*See the Definitions at the end of the report

### PACK FORMATS IN NEW LAUNCHES\* (biscuit food industry average)

Format	Percentage
Wrapper/ Bag	~10%
Biscuit pack	~5%
Cellophane	~3%
Rigid Container	~2%

### PACK MATERIALS IN NEW LAUNCHES\* (biscuit food industry average)

Material	Percentage
Paper	~10%
Plastic	~5%
Glass	~3%
Metal	~2%

7 track patterns in product attributes

8 hours

Images are illustrative

## Innovations

Significant

### INNOVATION SCORE

Cakes  
Category: Dulcesol  
Preservation: Ambient  
Launch Type: New Brand

### Commentary

These chocolate-enriched cakes are a further indication of the innovation market for functional dessert in new product launches.

### INNOVATION BENEFITS

Innovation: Functional, Health & Nutritional Benefits

### SALES

• Orange (1.00 EUR / 210g (9 count))  
• Orange (1.00 EUR / 210g (9 count))

• White (1.00 EUR / 180g (8 count))

Butter Cookies

### INNOVATION SCORE

Biscuits (Cookies)  
Category: Dan Cake Portugal  
Preservation: Ambient  
Launch Type: New Brand

### Commentary

This chalky-tin biscuits opens up new possibilities for gifting and customization.

### INNOVATION BENEFITS

Design & Visual Appeal, Product Functionality, Unique Product Interaction & Adaptation

Significant

### INNOVATION SCORE

Product Packaging

### Commentary

This chalky-tin biscuits opens up new possibilities for gifting and customization.

### INNOVATION BENEFITS

Design & Visual Appeal, Product Functionality, Unique Product Interaction & Adaptation

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2016

Q1

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## LICENCE OPTIONS

	REGIONAL	GLOBAL
<b>1 issue</b>		
OCT '16	£ 1,400	£ 4,900
	\$ 2,020	\$ 7,090
	€ 1,790	€ 6,270
<b>3 issues</b>		
OCT'16, JAN '17,	£ 3,780	£ 13,230
APR '17	\$ 5,470	\$ 19,160
	€ 4,830	€ 16,920

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