FRUIT & VEGETABLES

INNOVATION UPDATE

Gama

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Innovation Update

YOUR REGULAR UPDATE ON THE FRUIT & VEGETABLES MARKET

- **Combining a wealth of market-specific insight with up-to-date information on the latest launches and industry stories, Gama's Innovation Update – published four times a year – lets you explore your market in unparalelled detail.**
- **Study NPD trends in prices, claims, flavours, packaging and more. Learn from the latest game-changing innnovations and product launches. Keep track of the important news and events impacting the fruit & vegetables space.**

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 Innovation 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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