

10 Emerging new Trends that will impact New Product Activity in 2011....

.....as identified by Innova Market Insights!

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1. **PROCESSED** is Out!
 2. Offering **REAL** Value
 3. **“PROVEN”** – the new Buzzword
 4. Return to **SOFTER CLAIMS**
 5. Getting **CONNECTED**
 6. **CULINARY** Expansion
 7. New **RELAXATION** Paradigm
 8. **FRUIT & VEGETABLE** Revival
 9. Try a Little **RESPECT**
 10. Selling the **TECHNOLOGY**
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TREND	BRIEF DESCRIPTION
1. PROCESSED is out!	Clean Label and Simplicity shifts to “anti-processed movement.
2. Offering Real VALUE	Value at the TOP & the BOTTOM – Premium & Value both sell...the middle is squeezed
3. “PROVEN”...the new Buzzword	Scientifically/Clinically Proven health claims for skeptical consumers and regulatory bodies
4. Return to Softer Claims	Softer health claims increasing “Passive Health” (food minus) Communicating what’s already good about the product.
5. Getting “Connected”	The rise of social media platforms – creative, engaging campaigns...building brand loyalty.
6. Culinary Expansion	Consumers eating out less - Culinary Indulgence at home.
7. New Relaxation Paradigm	Energy still big but, relaxation growing at a faster rate.
8. Fruit & Vegetable Revival	Manufacturers increasing the number of products containing fruit & vegetables.
9. Try a Little Respect	People (Fairtrade) & Animal welfare moves center stage. Manufacturers Look at Alternative Proteins!
10. Selling the Technology	Technology advances “key” to Consumer Satisfaction.