Consumer Trends: Top Foods and Beverages Offer Healthy Benefits

CHICAGO & ORLANDO (Business Wire) — Information Resources, Inc. (IRI), announced today the most successful consumer packaged goods (CPG) brands in its 2013 New Product Pacesetters report, an industry-recognized benchmark analysis of exceptional first-year CPG sales success for newly launched products. With 190,000 new UPCs and 9,500 new brand launches hitting the shelves in 2013, new products are certainly high-octane fuel for CPG growth engines.

“Manufacturers are always striving to create breakthrough innovation, and our impressive list of the 2013 Pacesetters, which earned an average of $35 million in their first year, is no exception, as these products fuel accelerated growth and serve as catalysts for excitement in the CPG arena,” says Larry Levin, executive vice president and practice leader, IRI. “New product innovation is more important than just dollars, though. It builds excitement, buzz and competitive advantage. Successful new products can establish and protect category leadership, as well as help companies break into entirely new categories. In short, they are game changers for CPG companies and consumers alike.”

“Innovation in 2013 is all about healthier-for-you products,” says Susan Viamari, editor, Thought Leadership, IRI. “‘Healthy’ is truly everywhere. From food and beverages to hair care, skin care, and even pet food and cleaning products, consumers not only want to look and feel their best, but they want improved wellness to extend to their homes and pets, too.”

Food and Beverage Launches Capture $35 Million in Year-One Sales on Average

For the top 100 food and beverage champions, average year-one dollar sales were $35 million. Of course, healthy attributes played a huge role in the success of new food and beverage brands. In fact, a whopping seven of the top 10, and 73 of the top 100 food and beverage products launched in 2013 offer a healthier-for-you benefit.

2013 New Product Pacesetters: Top 10 Food and Beverage Brands
($ Millions)
(Total Year-One Dollar Sales, Multi-Outlet)

1. Dannon Light & Fit Greek	$144.9
2. Yoplait Greek 100	$135.1
3. Kellogg’s Special K Pastry Crisps	$100.6

4. TOSTITOS Cantina Tortilla Chips	$100.3
5. Bud Light Lime Lime-A-Rita	$97.4
6. Müller Yogurt	$95.8
7. Eight O'Clock K-Cups	$89.8
8. Pepsi NEXT	$83.2
9. Kellogg's Special K Flatbread Breakfast Sandwiches	$77.9
10. Atkins Frozen Meals	$74.0

Source: IRI Market Advantage™

Consumers are still seeking a healthy, convenient way to become or stay light and fit, so three yogurt lines made the "top 10" ranking this year, with Dannon Light & Fit Greek capturing the top spot. Overall, the most prevalent "add" in 2013's Pacesetters brands was fiber and/or whole grains, which was/were found in 42 percent of the new launches. In addition, the report underscores that "dieting" has evolved into "nutritional management." Consumers are looking for products that remove or limit less desirable attributes, so products offering lower calories, less sugar and fewer ingredients are hitting just the right note.

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