

## Product Alert - December 2009

<https://marketpublishers.com/r/P57751D5053EN.html>

Date: December 2009

Pages: 30

Price: US\$ 200.00 (Single User License)

ID: P57751D5053EN

### Abstracts

#### Introduction

Product Alert provides you with industry updates, key information on recent product releases, noteworthy trends, and other significant news.

#### Scope

\*Geographic coverage: global.

\*Category coverage: food, drinks, personal care and household products.

#### Highlights

This month's roundup of new drinks products finds the US launch of an untreated bottled spring water that is hoping to be the next big thing based on its pure and natural credentials. Claiming to be free from chemicals and nutrient rich, it is certainly a novel entry in the bottled water market.

#### Reasons to Purchase

\*Assess product innovation trends in your market.

\*Learn from successful new product launches.

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