

Product Insights: Global Product Innovation Update, November 2010

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Abstracts

Introduction

The Global Product Innovation Update is Datamonitor's monthly review of new products and innovations. Focusing on the food, drinks, personal care and household goods industries in Europe, North America, South and Central America and Asia-Pacific, it tracks major product developments and key category, claim and flavor trends.

Features and benefits

Keep up to date with developments in the food, drinks, personal care and household goods industries by accessing the latest data and insight.

Drive product ideation by studying the latest consumer goods innovations from around the world.

Gain a detailed understanding of category, claim and flavor trends in the food, drink, personal care and household goods industries.

Highlights

An antibacterial additive for laundry detergent and a cleaning solution for electronic gadgets are the picks of this month's novel launches in the household goods industry. While one taps into current preoccupations with the threat of contagious diseases, the other underlines the proliferation of electronic devices in the home.

Your key questions answered

What are the latest category, claim and flavor trends in the consumer packaged goods industry?

What are the major new product and packaging developments in this sector that I need to be aware of?

Contents

DATAMONITOR VIEW

Catalyst
Summary

INDUSTRY UPDATE

Online food & grocery: opportunities remain despite subdued growth

FLAVORS & FRAGRANCES

Breakfast cereals: top flavors in new products

Europe

North America

South and Central America

Asia Pacific

Smoothies: top flavors in new products

Europe

North America

South and Central America

Asia Pacific

Shampoos and conditioners: top fragrances in new products

Europe

North America

South and Central America

Asia Pacific

Fabric softeners: top fragrances in new products

Europe

North America

South and Central America

Asia Pacific

NEW FOOD REVIEW

Eggs continue to break the mold

New food launches by category, July to September 2010: pasta sees downturn in

Europe

Europe

North America

South and Central America

Asia Pacific

Product claims: new food launches, July to September 2010

Europe

North America

South and Central America

Asia Pacific

NEW DRINKS REVIEW

Beverage industry sets sights on raising self-esteem

New drinks launches by category, July to September 2010: bottled water on the up in

North America

Europe

North America

South and Central America

Asia Pacific

Product claims: new drinks launches, July to September 2010

Europe

North America

South and Central America

Asia Pacific

NEW PERSONAL CARE REVIEW

Cellulite treatments find new applications

New personal care launches by category, July to September 2010: female fragrances grow in South and Central America

Europe

North America

South and Central America

Asia Pacific

Product claims: new personal care launches, July to September 2010

Europe

North America

South and Central America

Asia Pacific

NEW HOUSEHOLD GOODS REVIEW

Laundry gets germ-killing bonus

New household goods launches by category, July to September 2010: fabric conditioners up in North America

Europe

North America

South and Central America

Asia Pacific

Product claims: new household goods launches, July to September 2010

Europe

North America

South and Central America

Asia Pacific

APPENDIX

About Product Launch Analytics

Editors

Ask the analyst

Datamonitor consulting

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