

Product Insights: Global Product Innovation Update, October 2010

<https://marketpublishers.com/r/P716D93A4E1EN.html>

Date: October 2010

Pages: 68

Price: US\$ 400.00 (Single User License)

ID: P716D93A4E1EN

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

This month's Global Product Innovation Update looks at fragrance-related innovations in the household goods industry. The latest developments range from lime-scented household gloves to melon-scented moist toilet tissue for kids, showing that manufacturers are being ever more inventive with fragrances to overcome issues of odor 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?

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