

Food NPD - Germany - November 2009

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What is this report about?

Although openness towards new products is increasing in Germany, both economic uncertainty and an ageing population which is less willing to experiment, restrict the prospects for new launches. Those who go out to work increasingly find that convenience eating compensates for a lack of free time to cook from scratch; demand for microwaveable products is therefore high and NPD is catering to this need.

What have we found out?

- The two main consumer concerns influencing NPD are a lack of time and health concerns. Microwaveability therefore tops the list of new product claims; the majority of new microwaveable launches are in the ready meals sector.
- Free-from foods, low-fat varieties and organic claims are also prominent, suggesting that Germans are taking a closer look at what they eat and are attempting to stay healthy through diet.
- Overall, German openness to experiment with new products and brands increased over the review period. Women are more likely to be receptive to innovation.
- Of the six markets under review, the majority of launches come under the cheese and meat products categories.
- Innovation in the leading markets focuses on low-fat and organic varieties and other healthier options such as lactose-free cheese.

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