

# Attitudes Towards Innovation in the Food Market - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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This report looks at the following areas:

- NPD is a necessity to retain consumer interest
- Early access to products appeals to a minority
- Recommendations are a key prompt to trial

NPD (New Product Development) remains central for brands in the food market to maintain consumer interest and avoid switching. Most people report that they enjoy trying new food products. However, brand loyalty comes across in this area, with high interest in new products and flavours from consumers' favourite brands.

The consumer demand for innovation also underlines the importance for brands of communicating their work in this area. Simple steps such as on-pack labelling can play a role, with many people reporting to notice this. However, recommendations can also be a powerful tool, with most people being receptive to these, but also enjoying providing them for others.

*"Sampling remains popular among would-be users as a prompt for trial. Further value can be built into free samples in the eyes of consumers through positioning them as exclusive, as many people like to be the first to try a new product."*

— Kiti Soininen, Head of UK Food, Drink and Foodservice Research

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A rise in real disposable income should boost interest in new products

Figure 8: Financial wellbeing index, April 2009-April 2015

One in 10 are prompted to buy new products by social media

16-34s are the most active users of social networks...

...as are women

## Brand Research

### Methodology

#### Top 10 innovative food brands

Figure 9: Top 10 food brands, by association with "A brand that is innovative", January 2013-April 2015

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Food brands are bound by different expectations to other markets

This limitation creates opportunities

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### Key points

Shoppers are most open to new products when buying treats or gifts

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Most shoppers lean towards the tried and tested for expensive food

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## The Consumer – Factors that Prompt Purchases of New Food Products

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### Key points

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A pool of early adopters seeking new products

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Most people enjoy trying new food products

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Half of adults like to recommend new food products to others

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### Key points

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Disengaged – 22%

Variety Lovers – 31%

Immersed – 48%

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