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

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"*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

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.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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