



Unigrains – In Brief

Top 20 CPG innovations in H1 2018

Kantar Worldpanel, the market research company specialising in consumer panels, has published the Top 20 innovations in hypermarkets and supermarkets for the first half of 2018, ranked by penetration rate.

The winning innovation is **Danone's new range of 1919 yoghurts**, with a record penetration rate of **10.8%** and a repeat purchase rate of **41%**, 11 weeks after its launch. The success of this innovation is certainly due to consumers wanting to **return to simplicity and tradition**, the communication on this range being focused on "rediscovering what's good" and naturalness.

Among other innovations in the ranking, it is worth noting:

- The significant presence of **fresh produce**, with 12 products. This is a section that food manufacturers are trying to revitalise through many innovations, particularly in ultra-fresh produce.
- **Plant-based alternatives to dairy products** are becoming ingrained in consumer habits. Three products are represented, with significant repeat purchase rates: Eural's *A bicyclette* range (31% of repeat purchases), the Alpro brand (32%) and Andros's *Gourmand et végétal* range (37%). After several years of trial and error, manufacturers have developed tasty, enjoyable plant-based formulas that have won over consumers.
- The success of initiatives aimed at **better distributing value added** across the food chain: *C'est qui le patron* butter and *Les éleveurs vous disent merci* milk (brands that ensure farmers receive a fair share of the retail price). Both of these products have a 44% repeat purchase rate, showing that they truly respond to societal expectations.
- **Organic food** is represented by two products: *C'est qui le patron's* organic butter and La Laitière organic yoghurts.
- The list also includes several so-called "**tasty eating products**", introducing new sensations: McCain's Bistro-Style chips, Nestlé and Côte d'Or's chocolate bars with inlays, the creamy texture of Andros's fruit compotes and La Laitière's new fruit desserts, and Cœur de Lion's mini camemberts (for baked camembert recipes). Consumers are always on the look-out for surprising, delectable innovations, or even childhood pleasures (Kinder ice cream, for instance).
- Turning to beverages, **fizzy alcohol-free drinks** with original flavours are popular: Finley's Mocktails, Fuze Tea and Pulco Fines Bulles. It is also worth noting that there are no alcoholic beverages in the ranking.
- Note also the presence of Bonduelle's *Legumio* range of easy-to-cook pasta made from **pulses**, reflecting the success of vegetable proteins.

Unigrains' opinion

An interesting ranking, highlighting a number of strong consumption trends: the rise of plant-based products, nutritional concerns, the quest for simple recipes, societal issues related to agriculture... and last but not least, pleasure and tastiness!



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LES INNOVATIONS LES PLUS ATTRACTIVES À MI-2018



 Pénétration (%)
 Taux de réachat

KANTAR WORLD PANEL

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