

Innovation: Food and Beverage in the US

Market Direction | 2024-07-04 | 25 pages | Euromonitor

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Report description:

This report provides valuable insights into product innovation in the US, analysing data from Euromonitor's Innovation platform. The report covers the Food and Beverage categories, showing the level of new brand and sub-brand launch activity.

Euromonitor International's Innovation: Food and Beverage in the US report provides data and analysis on new product launch activity across digital shelf in a specific country. The reports explore what type of innovation is happening and in which retailers covering 50+ categories across the packaged food, drinks, health, beauty and home care sectors. Combining data on new brand and sub-brand launches, industry expertise and analysis of consumer trends, the Innovation Country reports unlock the latest insights on how and why categories are being disrupted within specific market.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Innovation market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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