

## INNOVATION BAROMETER by BASES

*Powered by BASES Innovation Measurement*

June 2023 Edition

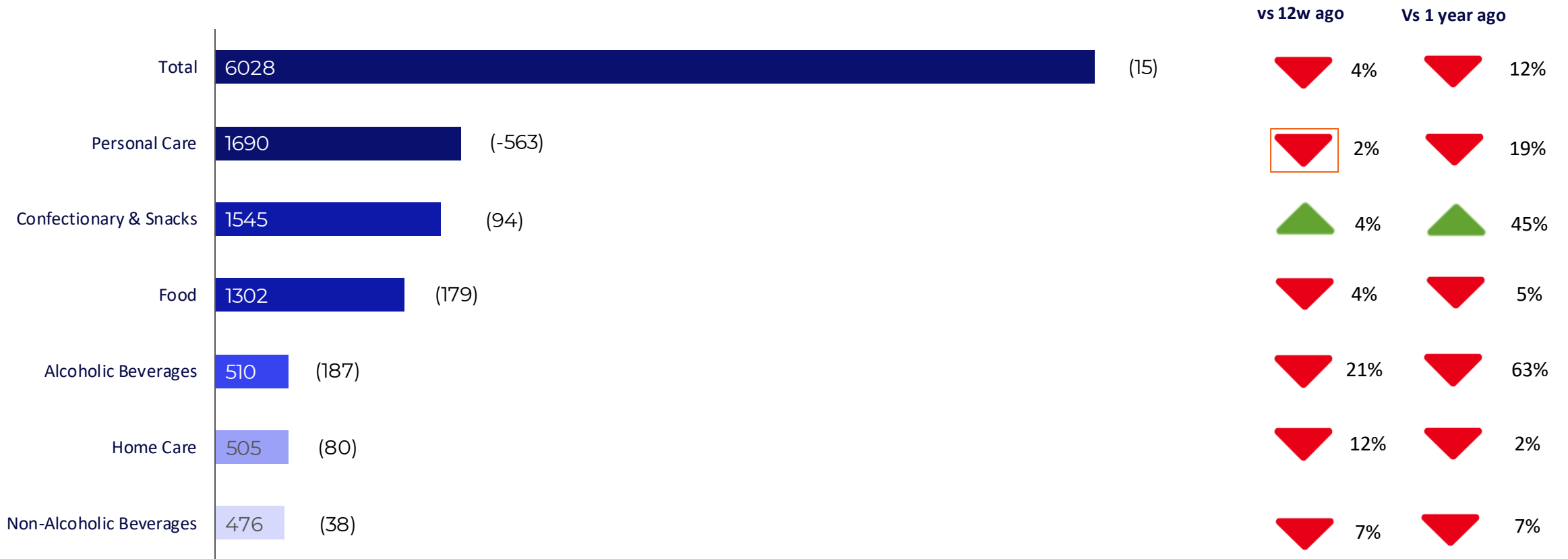
The Innovation Barometer, powered by BASES Innovation Measurement, quickly identifies, categorizes, and measures innovations, to bring you a monthly update on the most active players in CPG innovation, what's up, what's down, who's winning, who's losing and more.

### **What is the current state of innovation in the CPG industry?**

BASES Innovation Barometer uses NielsenIQ sales data to give you an overview of innovation activity and performance across six key super-categories: food, confectionary and snacks, beverages, alcoholic beverages, home care and personal care.

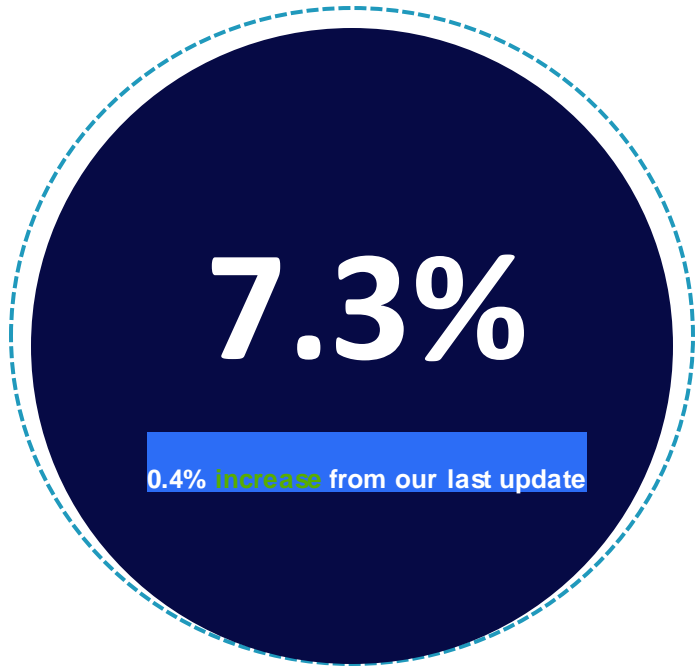
In our latest update, we see a slight increase across the total market with 15 more innovations launched compared to our last update. However, when looking at individual categories, we see that innovations are down across the board compared to 12 weeks and a year ago – with Confectionery & Snacks being the only category showing increases.

## Total innovation launches

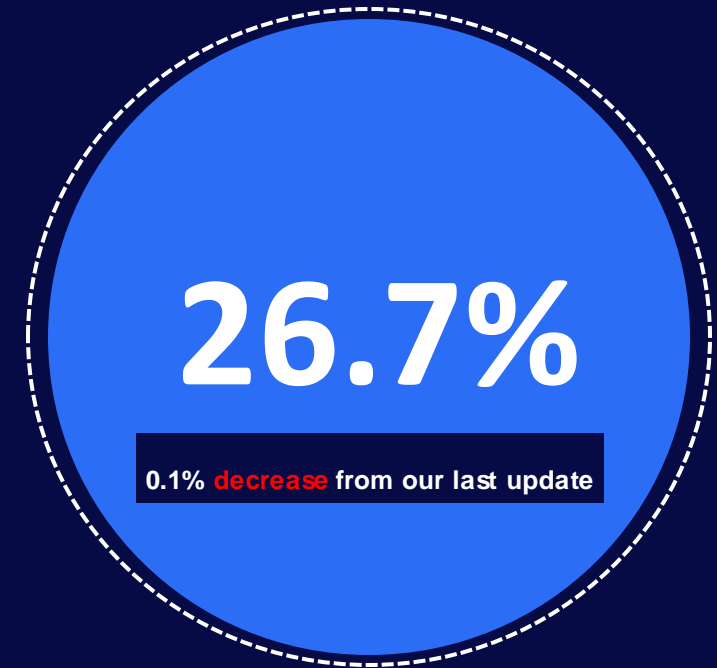


Source: BASES Innovation Measurement, United States past 12 weeks until April 22nd, 2023

## Innovation Contribution



## % Innovation Sales on Promotion



Source: BASES Innovation Measurement, average of 6 categories, United States past 12 weeks until April 22nd, 2023

## Category with highest number of innovations sold on promotion

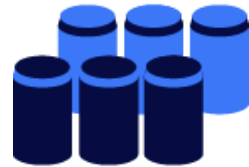
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Non-Alcoholic Beverages

## Category where innovations have the highest average velocity

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Personal Care

## Highest innovation sales contribution to total value sales

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Home Care

When looking at the highest number of innovations sold on promotion, Non-Alcoholic Beverages holds the top spot in our latest update. Personal Care once again is showing the highest innovation average in velocity while Home Care continues to have the highest innovation contribution to total sales between all categories.

Looking at the most active brand owners in innovation over the past 12 weeks, P&G maintains the top spot with 368 innovations launched. Colourpop enters the top 5 of active brand owners in this month's update.

## 5 most innovation active brand owners



**368**

Home Care + Personal Care

**MARS**

**198**

Food + Confectionery & Snacks



**187**

Personal Care



**122**

Confectionery & Snacks

**COLOURPOP**

**105**

Personal Care

# Total market

# Innovation

Last Quarter Stats

4.4%



Sales value change



Last Quarter Stats

14.3%

-0.4%



Items change



2.8%

17%



Eq price change



8.7%

-1.2%



Average item velocity change



2.9%

Overall, in comparison to the previous quarter, consumers are spending less on consumer-packaged goods with decreases in total sales by 4.1% and innovation sales at 11.8%.

The total number of products available in the market across all categories dropped in this update at a rate of 1.6%, while innovations saw an 1.5% increase in product availability.

The average eq price, in both total market and innovations, has seen a slight increase in Q1 at 0.4% and 0.1% respectively.

Overall, average item velocity and innovation item velocity both showed decreases this update at 1.6% and 6.8%.