

## INNOVATION BAROMETER by BASES

*Powered by BASES Innovation Measurement*

July 2023 Edition

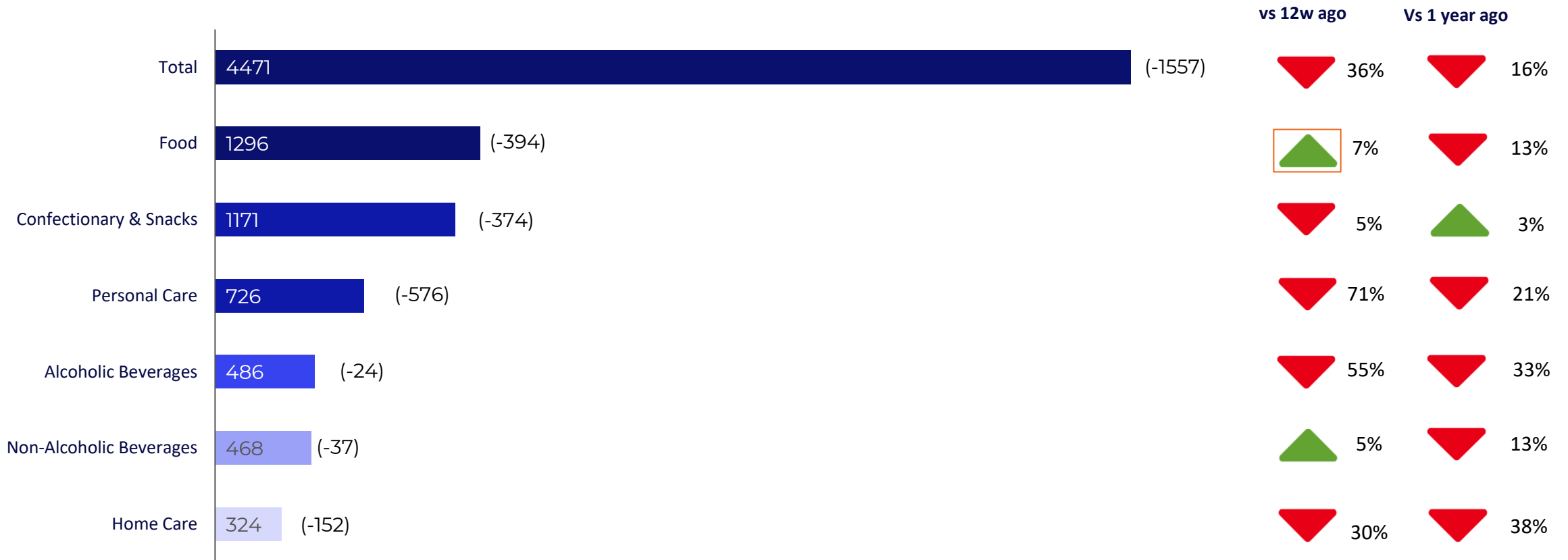
The Innovation Barometer, powered by BASES Innovation Measurement, quickly identifies, categorizes, and measures innovations, to bring you a monthly update on the most active players in CPG innovation, what's up, what's down, who's winning, who's losing and more.

### **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 drastic decrease across the total market with over 1500 less innovations launched compared to our previous update. When looking into individual categories, we see that innovations are down across the board compared to 12 weeks and a year ago – with Food, Confectionery & Snacks and Non-Alcoholic Beverages being the only categories showing increases.

## Total innovation launches

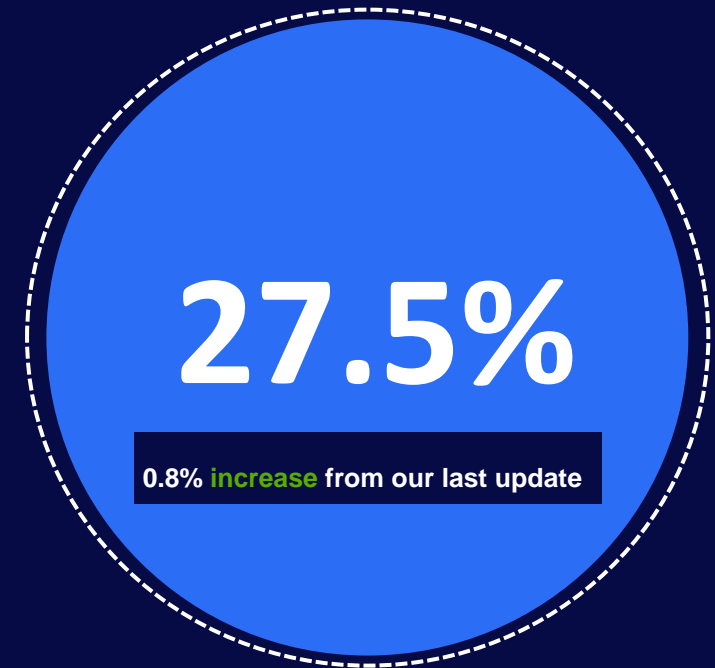


Source: BASES Innovation Measurement, United States past 12 weeks until May 20<sup>th</sup>, 2023

## Innovation Contribution



## % Innovation Sales on Promotion



Source: BASES Innovation Measurement, average of 6 categories, United States past 12 weeks until May 20th, 2023

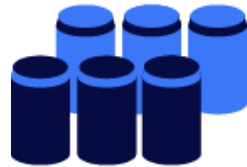
## Category with highest number of innovations sold on promotion

## Category where innovations have the highest average velocity

## Highest innovation sales contribution to total value sales



Non-Alcoholic Beverages



Personal Care



Home Care

When looking at the highest number of innovations sold on promotion, Non-Alcoholic Beverages once again holds the top spot in our latest update. Personal Care 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, Mars has overtaken P&G for the top spot with 138 innovations launched. PepsiCo and Church & Dwight enter the top 5 of active brand owners in this month's update.

## 5 most innovation active brand owners



MARS

138

Food + Confectionery & Snacks



121

Home Care + Personal Care



Mondelēz  
International

106

Confectionery & Snacks



PEPSICO

103

Non-Alcoholic Beverages + Food



72

Home Care

Source: BASES Innovation Measurement, total innovations launched by brand owner. United States past 12 weeks until April 22nd, 2023

# 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%.