



What Have You Done for Me Lately?

Global Consumers Crave Innovative CPG Products

New York, NY, July 16, 2009 – A recent study conducted by Ipsos Marketing, Consumer Goods shows that while global consumers do not find the consumer packaged goods sector to be particularly innovative, there is high demand for new food, household and personal products in the market.

The study revealed that when compared to other sectors, consumer packaged goods (notably, food and beverages, personal products and household products) rate among the lowest in terms of consumer perceptions of innovativeness. And within consumer packaged goods, household and personal products are viewed to be more innovative than food and beverages.

This is not to say that consumers do not seek innovation in consumer packaged goods. When specifically asked how willing they would be to try new food, household and personal products, consumers were overwhelmingly interested, as evidenced by top two box scores ranging from 81% to 89%.

“It’s not surprising that consumer packaged goods would not rank as high as more obvious technological products,” says Lauren Demar, CEO of Ipsos Marketing, Global Consumer Goods Sector. “What is interesting is that consumer packaged goods are viewed to be innovative by almost one-third of global consumers – not bad for an industry that, generally speaking, has been unfairly tagged as sluggish on the innovation front.”

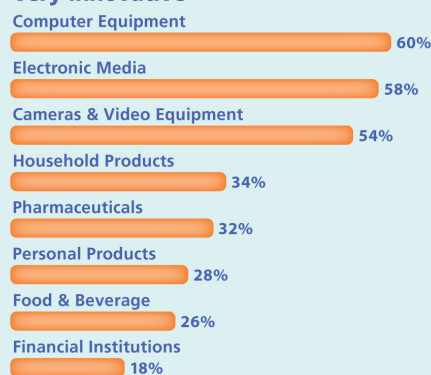
While other industries and market sectors ranked higher in terms of perceptions of innovation, the study’s central finding was that consumers *want* to try new food, household and personal products.

According to Demar, “This is an opportunity waiting to be taken.”

Demar continues, “It is also worth noting that, while food and beverages are viewed as less innovative than household and personal products, consumers crave new food products the most. This presents an opportunity for food manufacturers to fulfill the need for new and different food experiences.”

Demar concludes, “A critical step in the new product development process is communicating to consumers when new products become available and what differentiates them from products currently on the market. Assuming the product is relevant to consumers – that is, it meets consumers’ needs – and is not perceived as too expensive, our data suggests that consumers are very willing to try a new consumer packaged goods experience.”

% of Global Consumers Saying Category is Extremely or Very Innovative



% of Global Consumers Very or Somewhat Interested in trying NEW...



These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global @dvisor, an online survey of citizens around the world. Interviews were carried



out between October and November 2008. Approximately 1,000 interviews were carried out in each of 18 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Mexico, Poland, Russia, South Korea, Spain, Turkey and the U.S.

Where possible, Ipsos online panels were utilized – in cases where this was not possible the survey was administered through carefully vetted partnership alliance panels.

Complimentary access to the data in this report for each of the 18 countries is available upon request from Ipsos Marketing, Consumer Goods.

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