



Global Consumer Views

What Have You Done for Me Lately? Global Consumers Crave Innovative CPG Products

What the Data Says

Compared to other sectors, the consumer packaged goods sector (notably, food and beverages, personal products and household products) rates among the lowest in terms of consumer perceptions of innovativeness. Within the consumer packaged goods sector, 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%.

Marketing Implications



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According to Lauren Demar, CEO of Ipsos Marketing, Global Consumer Goods Sector, “It’s not surprising that consumer packaged goods would not rank as high as more obvious technological products. 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.

“The real finding here is that consumers *want* to try new food, household and personal products.

“This is an opportunity waiting to be taken.

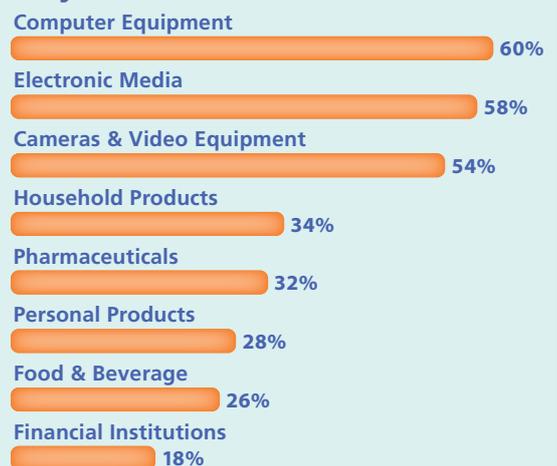
“It is also worth noting that, while food and beverages are viewed as less innovative than household and personal products, consumers crave new food products the most. This presents an opportunity for food manufacturers to fulfill the need for new and different food experiences.

“Clearly, Marketers are striving to fulfill consumer needs for differentiated products as they continue to focus on innovation. Measuring and evaluating differentiation – the extent to which an innovation provides unique benefits vs. its competitors – should be a key part of any consumer packaged goods innovation process. ▶

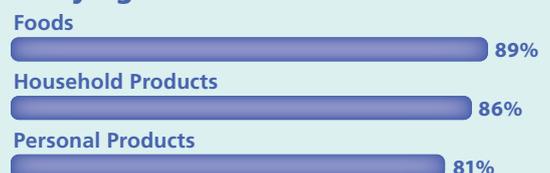
Complimentary Access to Market-Level Data

Consumer responses to these questions are available for 18 countries, with a sample size of 1,000 respondents per country. Contact your Ipsos representative for complimentary access to this data.

% of Global Consumers Saying Category is Extremely or Very Innovative



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





“Moreover, our findings indicate that a critical step in the NPD 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.”

Methodology

This report contains data from the Ipsos Global @dvisor, an online survey of citizens around the world. The questions in this Ipsos Marketing, Consumer Goods report were asked in 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.

Interviews were carried out between October and November 2008. Approximately 1,000 interviews were carried out in each country.

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

About Ipsos Marketing

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Ipsos Marketing is a specialization of Ipsos, a global survey-based market research company that offers expertise in advertising, customer and employee loyalty, marketing, media, and public affairs research.

Ipsos is present in 64 countries, with a leading position in both mature and emerging markets. In 2008, it achieved global revenues of 979.3 million euros, Marketing research contributing to 48% of Ipsos’ total global revenues.

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