

New Product Reporting

2023 Innova Market Insights



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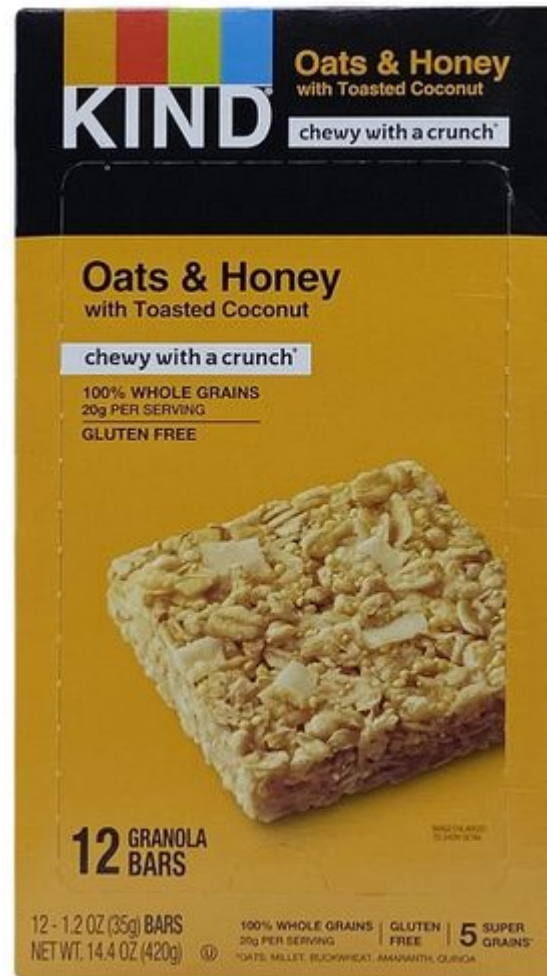
Objective & Approach

From data to analysis to actionable insight

Key Objective: Track new product introductions to assess the overall state of innovation in the food industry, as well as honey's role and inclusion in new product introductions.

Approach: Use Innova new product data to report on KPIs as identified in the strategic plan.

- Total new product introductions with honey
- Honey's share of key category introductions
- Honey's share of new product introductions compared to other sweeteners
- Key category data and insight



Methodologies

How to read this report:

This report includes data on products with “honey” on the ingredient listing. It does not include “honey flavor” or “natural honey flavor.”

Alcohol products have been removed from the data set so they don’t impact the total number of new products or penetration percentage.

Data is based on new introductions (distribution or sales is unknown); therefore, the findings should not be used to project volume.

This report represents new products introduced in calendar year 2023, between January 2023 to December 2023.



Indicates data reflects national new product introductions



Indicates data reflects new product introductions with honey



About Innova Market Insights

About Innova Market Insights

Innova is the world's biggest food industry database and contains over 120 million unique records on food products, brands, ingredients, claims, packaging, etc. Over 275,000 new products are added to the database every year.

Innova monitors 78 major markets in detail and has full-time employees in all major markets reporting on trends as well as undertaking store, product and brand assessments.



Executive Summary



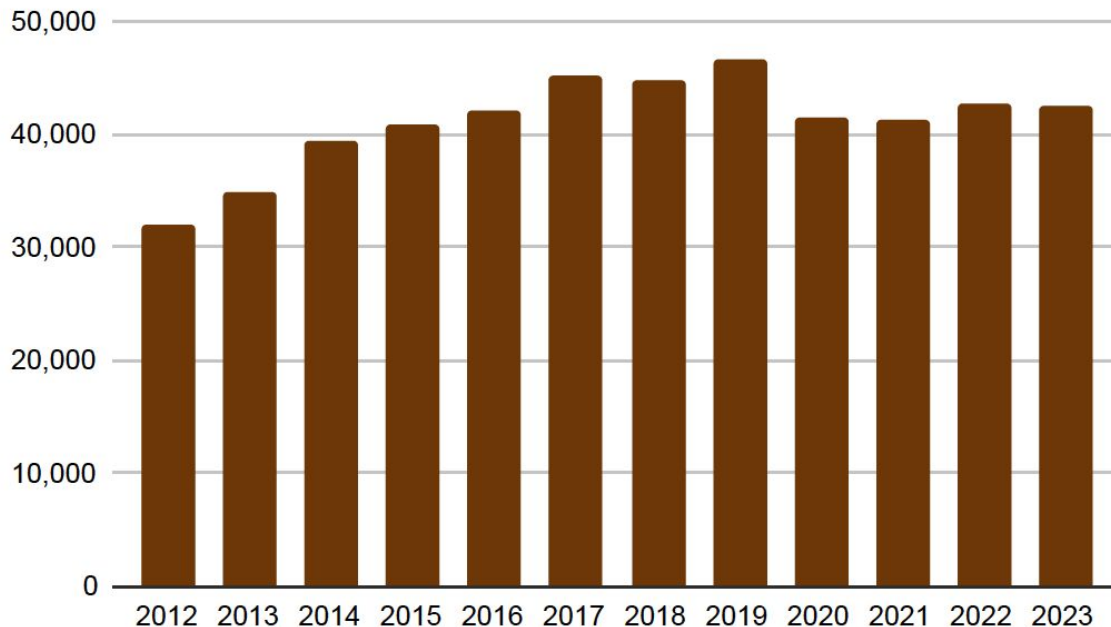
State of New Product Development

Innovation Gap Extends into 2023

New product development has yet to recover from COVID, and in fact declined from 2022.

- Inflation shifts focus from innovation to cost cutting
- Continued SKU rationalization at retail level
- CPG unit sales have yet to recover
- Continued supply chain concerns

TOTAL U.S. PRODUCT LAUNCHES





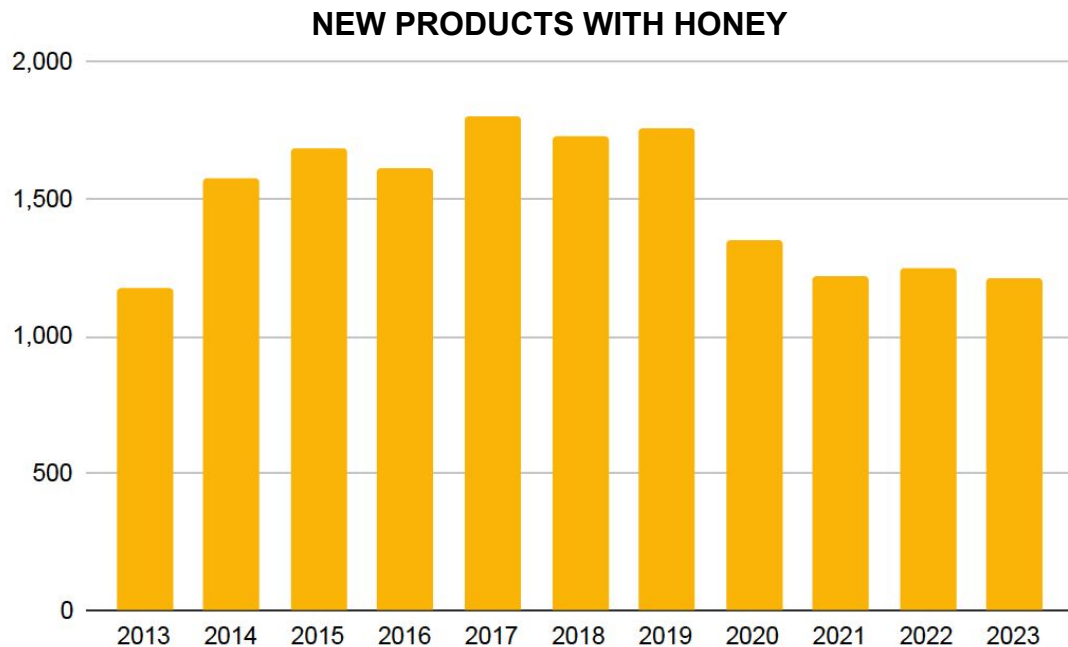
State of New Product Development

From consistent growth to treading water amid lean times for the CPG food industry.

Three biggest factors impacting honey's performance:

- Cost vs. other options*
- New sweetener technology*
- Calories / Added sugars

**Manufacturing perception survey*





Metrics Dashboard

New products with honey follow similar trajectory of overall new products

THE COVID ERA

THE INFLATION ERA

TOTAL PRODUCTS	2020	2021	2022	2023
New Products with Honey	1,335	1,183	1,229	1,185
Percent Change YOY	-21.84%	-11.39%	3.89%	-3.58%
% Share of Total Introductions	3.22%	2.86%	2.87%	2.79%
Percent Change YOY	-12.65%	-0.27%	3.47%	-0.74%

New products with honey followed a similar trajectory as overall new products. 2022 was a rebound year from COVID declines in 2020 and 2021, but then 2023 showed a slight pull-back.

Honey's penetration remained relatively flat, with a minor -0.74% decline.



Metrics Dashboard

Share of Total Introductions

(vs. other sweeteners)

CEREAL	2020	2021	2022	2023
New Products with Honey	331	215	198	225
Percent Change YOY	-3.93%	-53.95%	-8.59%	12.00%
% Share of Total Introductions	21.40%	17%	16.00%	20.10%

CONFECTIONERY	2020	2021	2022	2023
New Products with Honey	91	97	95	93
Percent Change YOY	-16.48%	6.19%	-2.11%	-2.15%
% Share of Total Introductions	3.80%	4.00%	3.80%	3.80%

BAKERY	2020	2021	2022	2023
New Products with Honey	131	163	163	178
Percent Change YOY	-74.81%	19.63%	0.00%	8.43%
% Share of Total Introductions	4.10%	4.90%	4.60%	5%

SAUCES & SEASONINGS	2020	2021	2022	2023
New Products with Honey	109	109	84	86
Percent Change YOY	-50.46%	0.00%	-29.76%	2.33%
% Share of Total Introductions	3.60%	3.80%	2.60%	2.90%

SNACKS	2020	2021	2022	2023
New Products with Honey	145	126	143	128
Percent Change YOY	-9.66%	-15.08%	11.89%	-11.72%
% Share of Total Introductions	2.80%	1.90%	2.50%	2.30%

READY MEALS / SIDES	2020	2021	2022	2023
New Products with Honey	92	59	42	52
Percent Change YOY	-17.39%	-55.93%	-40.48%	19.23%
% Share of Total Introductions	2.80%	1.90%	2.50%	2.30%



Metrics Dashboard

Share of Total Introductions

(vs. other sweeteners)

SPORTS NUTRITION	2020	2021	2022	2023
New Products with Honey	24	20	32	46
Percent Change YOY	-233.33%	-20.00%	37.50%	30.43%
% Share of Total Introductions	1.30%	1.00%	1.40%	1.60%

MEAT PRODUCTS	2020	2021	2022	2023
New Products with Honey	47	39	32	41
Percent Change YOY	-53.19%	-20.51%	-21.88%	21.95%
% Share of Total Introductions	4.10%	3.60%	2.70%	3.25%

PET FOOD	2020	2021	2022	2023
New Products with Honey	63	72	140	104
Percent Change YOY	4.76%	12.50%	48.57%	-34.62%
% Share of Total Introductions	3.70%	3.30%	5.70%	4.00%

DAIRY	2020	2021	2022	2023
New Products with Honey	60	33	46	43
Percent Change YOY	-51.67%	-81.82%	28.26%	-6.98%
% Share of Total Introductions	2.80%	1.90%	2.50%	2.30%

BEVERAGES	2020	2021	2022	2023
New Products with Honey	54	76	77	54
Percent Change YOY	-31.48%	28.95%	1.30%	-42.59%
% Share of Total Introductions	2.00%	3.00%	3.10%	2.20%

DESSERTS, ICE CREAM	2020	2021	2022	2023
New Products with Honey	40	56	59	37
Percent Change YOY	-70.00%	28.57%	5.08%	-59.46%
% Share of Total Introductions	3.20%	4.30%	4.40%	3.50%

New Product Analysis



U.S. Food Introductions

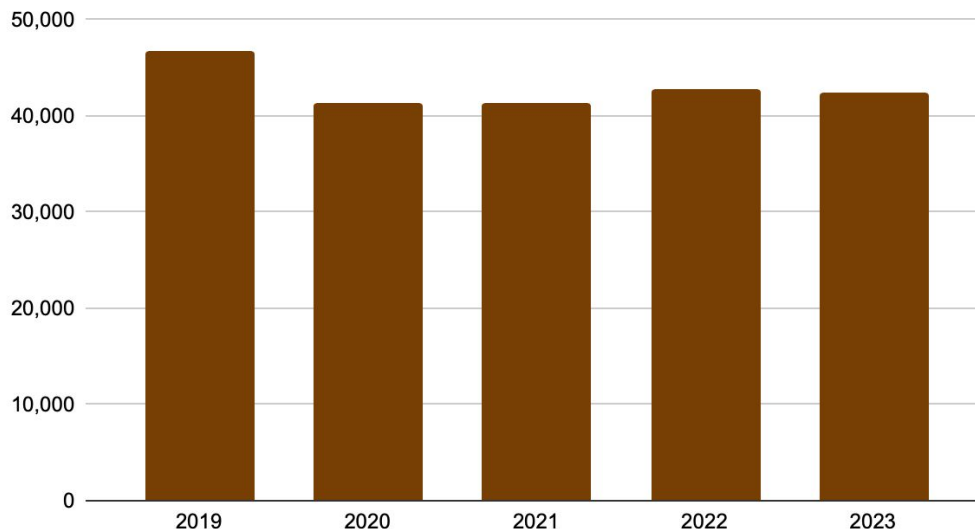
Inflation stalls momentum in new product development

An expected return to innovation was stalled as skyrocketing inflation shifted priorities of R&D teams.

- 42,523 new products were launched in 2024
- -0.68% decline compared to 2022

New product development has remained essentially flat since COVID as food and beverage manufacturers focus on foundational brand and reformulations.

TOTAL U.S. PRODUCT LAUNCHES





U.S. Food Introductions

Total number of new products in honey's top 10 categories

Year	Bakery	Cereals	Sauces & Seasonings	Snacks	Spreads	Soft Drinks	Meals & Side Dishes	Dairy	Desserts & Ice Cream	Pet Food
2020	3,186	1,557	2,985	2,508	846	2,748	2,383	2,161	1,254	1,752
2021	3,349	1,267	2,908	2,237	833	2,518	2,103	1,788	1,309	2,186
2022	3,536	1,243	3,216	2,288	768	2,451	2,283	1,829	1,333	2,453
2023	3,550	1,125	3,019	2,259	813	2,472	2,327	1,871	1,068	2,637
% Change (2022 to 2023)	0.40%	-9.5%	-6.1%	-1.3%	5.9%	0.9%	1.9%	2.3%	-19.9%	7.5%
% Share of total products	9.2%	3.5%	8.2%	6.3%	2.2%	6.9%	6.1%	5.2%	3.4%	6.1%

Big winner: Pet Food = expanding shelf space

Big loser: Desserts & Ice Cream = static shelf space and innovation declines in non-dairy options.



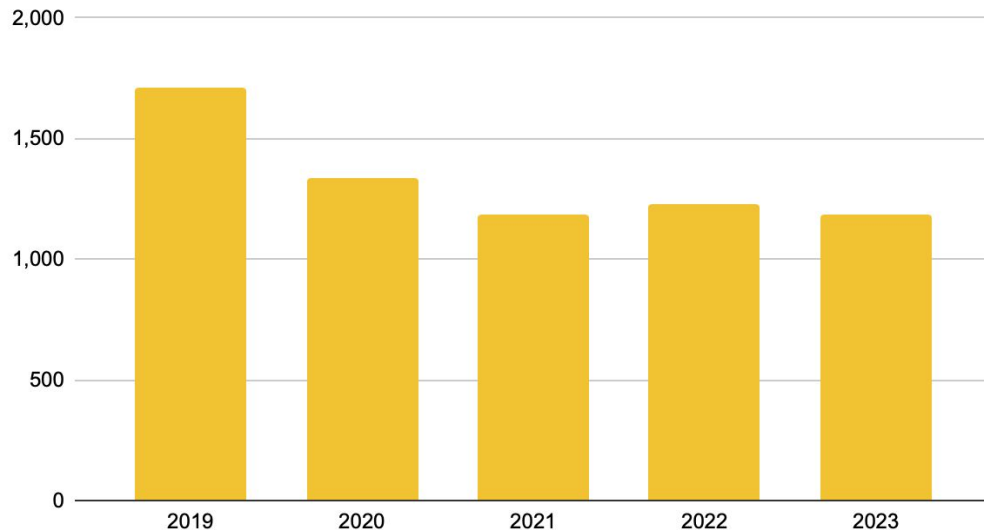
U.S. Honey Introductions

COVID and its fallout has had an outsized impact on honey usage

Inflation impacts honey's use
in new product development

- 1,185 new products with honey
- -3.85% decline after a 3.89% increase in 2022
- 2.79% penetration compared to 2.87% in 2022

NEW PRODUCTS WITH HONEY





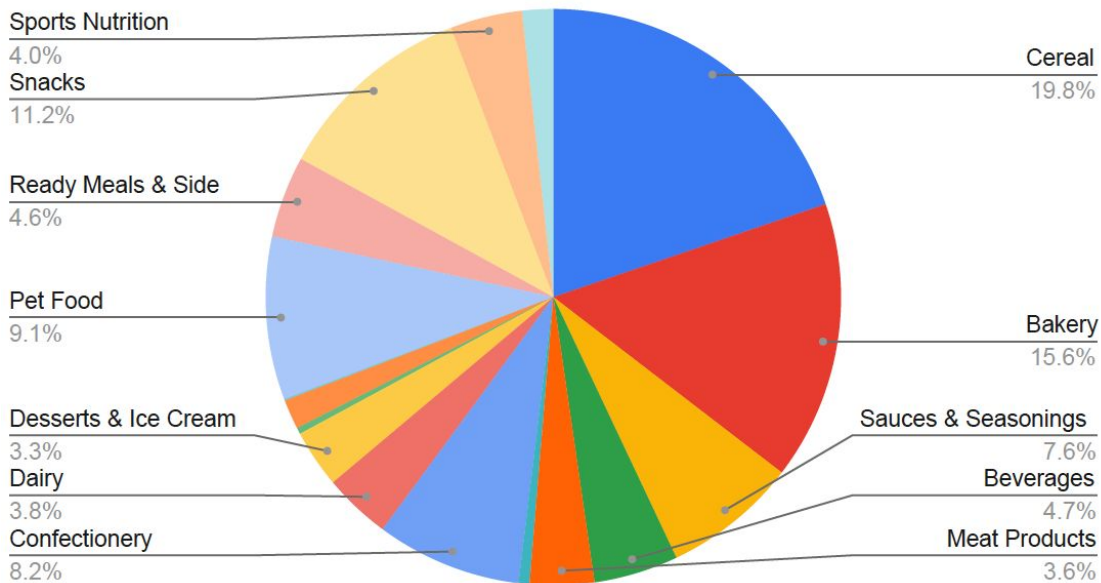
U.S. Honey Introductions

Key foundational and emerging categories for honey usage

The cereal and bakery category continue to be our largest opportunities for innovation. These also are two categories we are very strong in foundational products and new products.

Based on usage percentage, next biggest opportunity is sauces followed by pet food.

NEW HONEY PRODUCTS
BY CATEGORY



HONEY	Bakery	Cereals	Sauces & Seasonings	Snacks	Spreads	Soft Drinks	Meals & Side Dishes	Dairy	Desserts & Ice Cream	Pet Food
% Change in Share	7.98%	20.54%	8.42%	-10.58%	3.35%	-43.84%	17.86%	-9.57%	-27.66%	-44.70%



Category Analysis

Cereal

Category Analysis



Category Review: Cereal

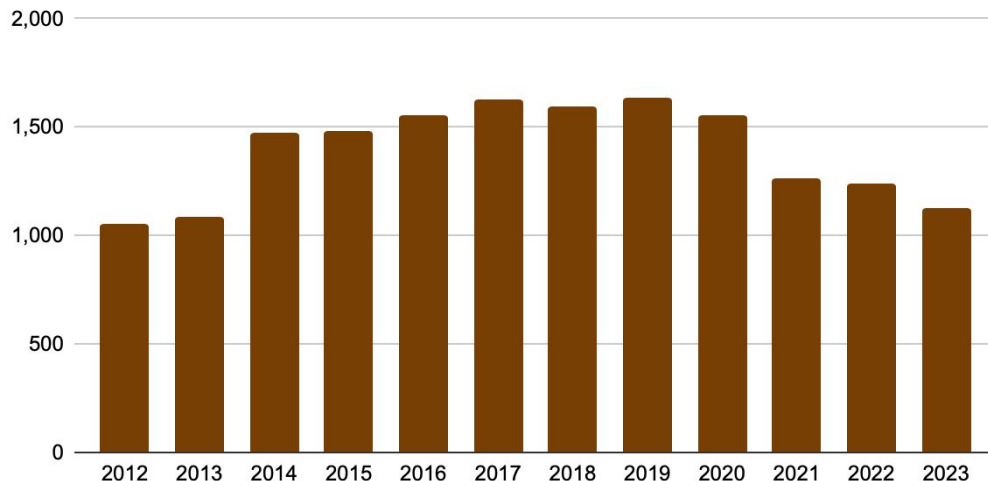
The cereal category continues to decline in new product introductions and sales, marking a significant shift in how consumers perceive this eating occasion.

- 1,125 new cereal products in 2023, which has been the least since 2013

The big brands still dominate shelf space and it's been hard for newcomers to break through.

- The big 3 focused on collaborations and line extensions
- Competition coming from other formats, including frozen, RTD mixes and more

TOTAL CEREAL NEW PRODUCTS

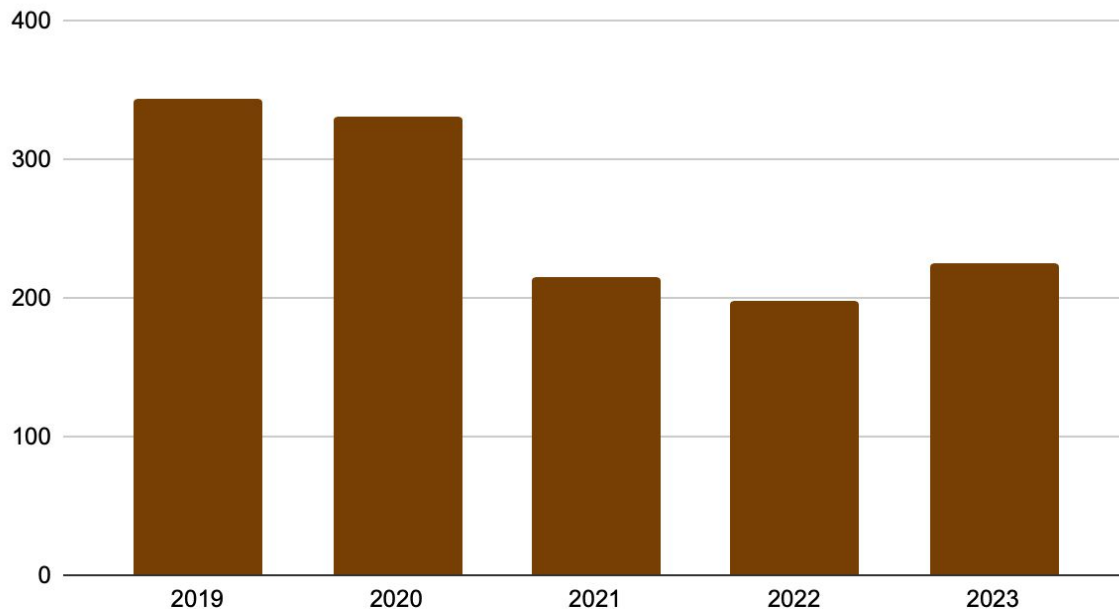




New Cereal Products with Honey

Big rebound in 2023 after program shift in 2021 to focus more on category.

- 225 new products with honey
- 12% increase compared to 2022
- 20% of all cereal launches included honey



Cereal with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-3.93%	-53.95%	-8.59%	12.00%
Honey Share of Total Introductions	21.40%	17%	16.00%	20.10%





Product Name :	Good and Gather Organic Honey Almond Granola		
Country :	United States	Event Date :	Jan 2023
Company :	Target		
Brand :	Good And Gather		
Price (EURO) :	4.61	Price (USD) :	4.99
Description :	Organic honey almond granola made with organic whole rolled oats and organic almonds, in a 340g resealable plastic standing pouch.		
Claims :	USDA organic. Non GMO. With 15g wholegrain per 27g serving. Low sodium. 120 calories per 27g serving. Certified organic by QAI. Certified kosher. Multi layer wrapper, not yet recycled.		
Ingredients :	Organic whole rolled oats, organic milled cane sugar, organic rice flour, organic expeller pressed canola oil, organic whole oat flour, organic molasses, organic almonds, organic honey, organic natural flavor, salt, organic barley malt syrup, mixed tocopherols (natural Vitamin E to maintain freshness).		



Product Name : Over Easy Dark Chocolate Almond And Sea Salt Soft And Chewy Oat Bar

Country : United States

Event Date : Nov 2023

Company : Over Easy

Brand : Over Easy

Price (EURO) : 30.46

Price (USD) : 33.00

Description : Twelve flat plastic pouches of dark chocolate almond and sea salt soft and chewy oat bars, in a 624g carton folded box.

Claims : Packed with quality ingredients for long lasting, sustainable energy throughout your morning. Loaded with 8g of protein and 7g of fiber to boost your metabolism and provide long lasting energy. Made with pure and simple ingredients: cage free egg whites and organic oats. Gluten free. Soy free. Dairy free. No preservatives. No seed oils.

Ingredients : Gluten free oats, almonds, honey, almond butter, tapioca fiber, chocolate chips, cage free egg whites, almond flour, sea salt, vanilla extract.



Product Name : Nice Toasted Honey Os Cereal

Country : United States

Event Date : Jun 2023

Company : Walgreens

Brand : Nice

Price (EURO) : 1.84

Price (USD) : 1.99

Description : Sweetened toasted oat cereal made with real honey, in a 348g flat plastic pouch held in a carton folded box.

Claims : Toasted Honey O's cereal is kosher, gluten free and made with no artificial flavors or colors. Three grams of soluble fiber daily from wholegrain oat foods. 0% wholegrain council logo: 26g or more per serving. Certified kosher.

Ingredients : Wholegrain oat flour, wheat starch, sugar, honey, calcium carbonate, salt, trisodium phosphate, caramel color, molasses natural flavor.

Bakery

Category Analysis



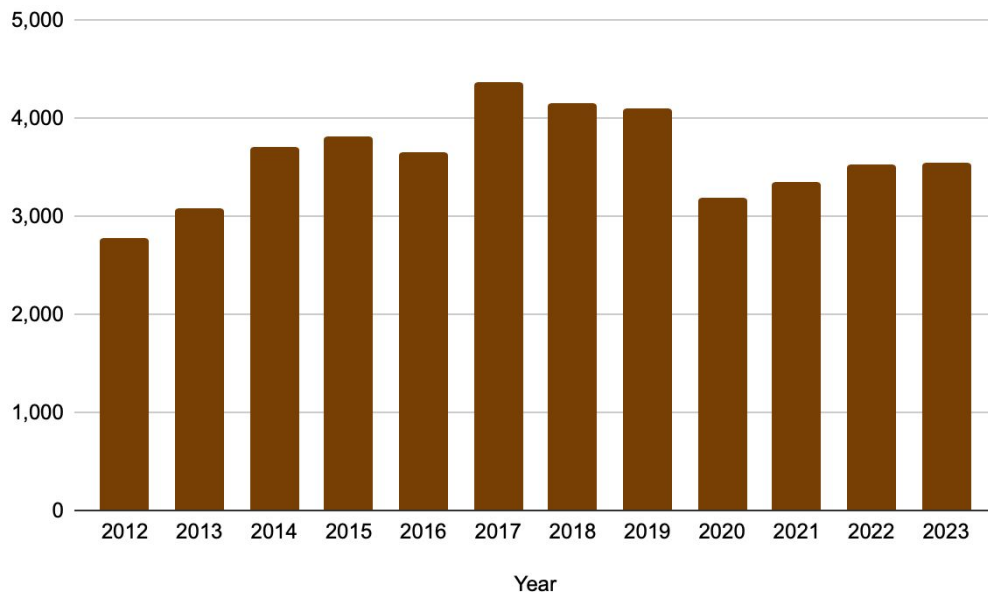
Category Review: Bakery

The resilience of the bakery category has been impressive since COVID, being one of the only categories to show continued growth.

- 3,550 new products
- 0.40% growth

All eyes on this category as inflation persists, but a plateau appears to have been reached.

TOTAL BAKERY NEW PRODUCTS



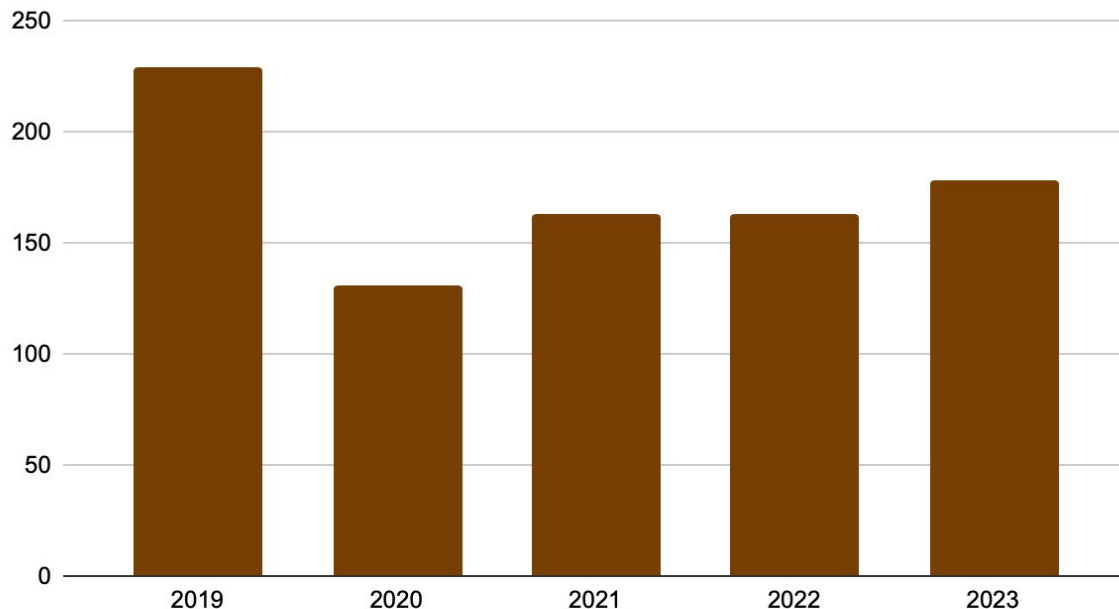


New Bakery Products with Honey

Similar to the cereal category, re-dedication of Ingredient Marketing program on this category has paid dividends.

- 178 new products with honey
- 8.43% increase compared to 2022

Reached a post-COVID high in terms of penetration.



Bakery with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-74.81%	19.63%	0.00%	8.43%
Honey Share of Total Introductions	4.10%	4.90%	4.60%	5%



Product Name :	Mrs Baird's Honey 7 Grain Bread		
Country :	United States	Event Date :	Aug 2023
Company :	Bimbo Bakeries		
Brand :	Mrs Bairds		
Description :	Sliced bread with 7 grains and honey, in a 567g recloseable plastic open bag.		
Claims :	No high fructose corn syrup. No artificial colors and flavors added. Contains 8g of wholegrain per serving. Nutrition keys per 2 slice serving: Calories 150, Saturated fat 0.5g (3%), Sodium 240mg (10%), Sugars 3g.		
Ingredients :	Enriched wheat flour [flour, malted barley flour, reduced iron, niacin, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid], water, whole wheat flour, wholegrains (bulgur wheat, rye, oats, corn, millet, triticale, barley, buckwheat), wheat gluten, honey, yeast, sunflower seeds, crushed wheat, wheat bran, soybean oil, salt, sugar, molasses, preservatives (calcium propionate, sorbic acid), flaxseed, monoglycerides, datem, rice, grain vinegar, soy lecithin, citric acid.		



Product Name :	Favorite Day Honey Flavored Graham Crackers		
Country :	United States	Event Date :	May 2023
Company :	Target		
Brand :	Favorite Day		
Price (EURO) :	2.02	Price (USD) :	2.19
Description :	Honey flavored graham crackers in a 408g plastic flat pouch, held in a carton folded box.		
Claims :	Made with 8g wholegrains per serving. Happiness is delicious. Certified kosher dairy. How2recycle.info: recyclable paper box, recycle if clean and dry plastic bag (store drop off).		
Ingredients :	Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), graham flour (whole wheat flour), sugar, high oleic canola and/or soybean oil with TBHQ and citric acid for freshness, honey, contains less than 2% of leavening (baking soda, calcium phosphate), salt, soy lecithin, natural flavor, sodium sulfite.		



Product Name : Ball Park Golden Hot Dog Buns

Country : United States **Event Date :** Jan 2023

Company : Bimbo Bakeries

Brand : Ball Park

Description : Twelve freshly baked hot dog buns with a touch of honey. Comes in a 567g plastic open bag.

Claims : No high fructose corn syrup. USDA bioengineered. Recyclable packaging. With terraCycle logo. Nutrition keys 47g: Calories 130, Saturates 0g (0%), Sodium 230, Sugar 4g.

Ingredients : Enriched wheat flour flour (malted barley flour, reduced iron, niacin, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid), water, sugar, yeast, vegetable oil (soybean), wheat gluten, salt, honey, preservatives (calcium propionate, sorbic acid), monoglycerides, monocalcium phosphate, datem, turmeric (color), calcium sulfate, citric acid, potassium iodate, soy lecithin.



Sauces & Seasonings

Category Analysis

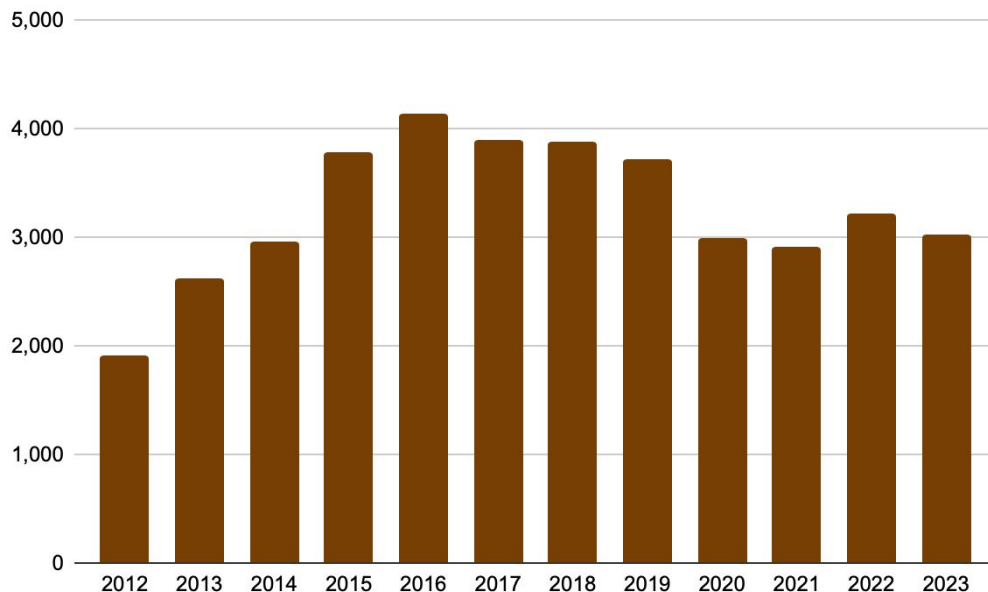


Category Review: Sauces & Seasonings

2022 was a peak year for innovation in the sauces and seasonings category, and 2023 saw a return to modest growth over 2020 and 2021

- 3,019 new products
- -6.13% decline

TOTAL SAUCES & SEASONINGS NEW PRODUCTS



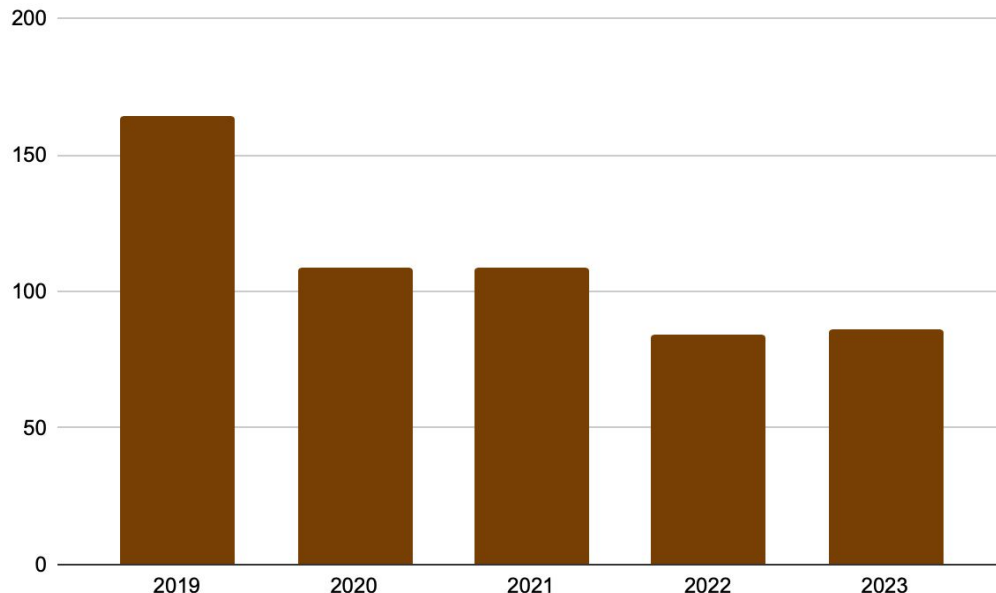


New Sauces & Seasonings Products with Honey

Sauces with honey outperformed the general category, showing a modest increase in 2023.

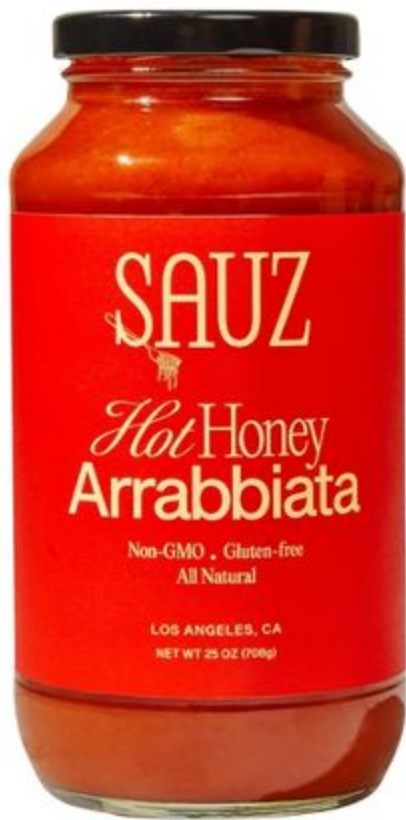
- 86 new products with honey
- 2.33% increase compared to 2022

Increased our penetration from 2.60% to 2.90% by holding steady amid a year of category declines.



Sauces with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-50.46%	0.00%	-29.76%	2.33%
Honey Share of Total Introductions	3.60%	3.80%	2.60%	2.90%





Product Name : Sauz Hot Honey Arrabbiata

Country : United States **Event Date :** Aug 2023

Company : Sauz

Brand : Sauz

Description : Hot honey arrabbiata sauce in a 708g glass jar.

Claims : All natural. Non-GMO. Bold and exciting. 100% delicious. Gluten-free. Small batch.

Ingredients : Diced tomatoes, tomato puree, yellow onion, extra virgin olive oil, honey, water, tomato paste, garlic, contains 2% or less of: sea salt, red wine vinegar, red pepper, black pepper, oregano.



Product Name :	Primal Kitchen A Tad Sweet Ketchup Sweetened With Honey		
Country :	United States	Event Date :	Jun 2023
Company :	Primal Nutrition		
Brand :	Primal Kitchen		
Price (EURO) :	7.19	Price (USD) :	7.79
Description :	Organic sweet ketchup sweetened with honey, in a 524g top-down PET bottle.		
Claims :	Certified USDA Organic. 2g sugar per serving. Contains 1g added sugar per serving. Non GMO Project Verified. Keto certified. Paleo certified. No HFCS or cane sugar. Certified organic by Ecocert. Recyclable PET bottle.		
Ingredients :	Organic tomato concentrate, organic balsamic vinegar (organic white wine vinegar, organic grape must), organic distilled vinegar, organic honey, salt, less than 2% of: organic onion powder, organic garlic powder, organic spices.		



Product Name :	Briannas Sriracha Honey Ginger Marinade		
Country :	United States	Event Date :	Apr 2023
Company :	Del Sol Food Company		
Brand :	Briannas		
Description :	This flavorful marinade combines the spice of sriracha with sweet grade A honey and zesty ginger. Comes in a 355ml glass bottle.		
Claims :	Certified kosher. Gluten free. No HFCS. Suitable for vegetarians. Suitable for vegans.		
Ingredients :	Canola oil, water, white vinegar, sriracha sauce (red jalapeno pepper, water, sugar, salt, garlic, vinegar, xanthan gum), honey, brown sugar, garlic powder, spices, salt, dried roasted garlic, ginger powder, tamari soy sauce (water, soybeans, salt, sugar), dried green onion, citrus extract (to retard spoilage), lactic acid, rosemary extract (antioxidant), xanthan gum, mixed tocopherols (antioxidant vitamin E).		

Snacks

Category Analysis



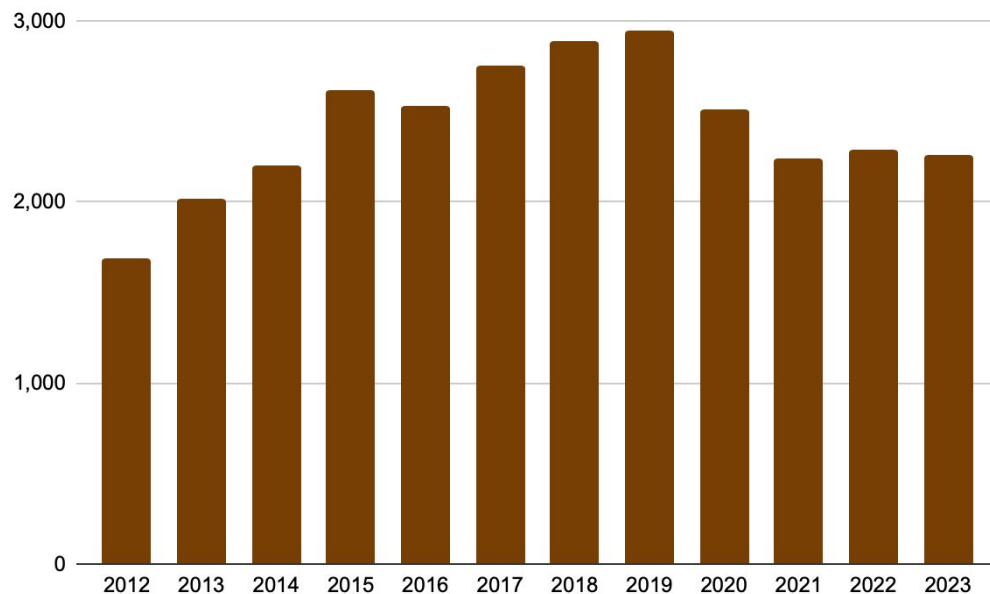
Category Review: Snacks

New introductions in the snacking category remain stable despite more consumers returning to work in 2023.

- 2,259 new products
- -1.27% decline

This is one category most analysts predict big things from in 2024 and beyond.

TOTAL SNACKS NEW PRODUCTS

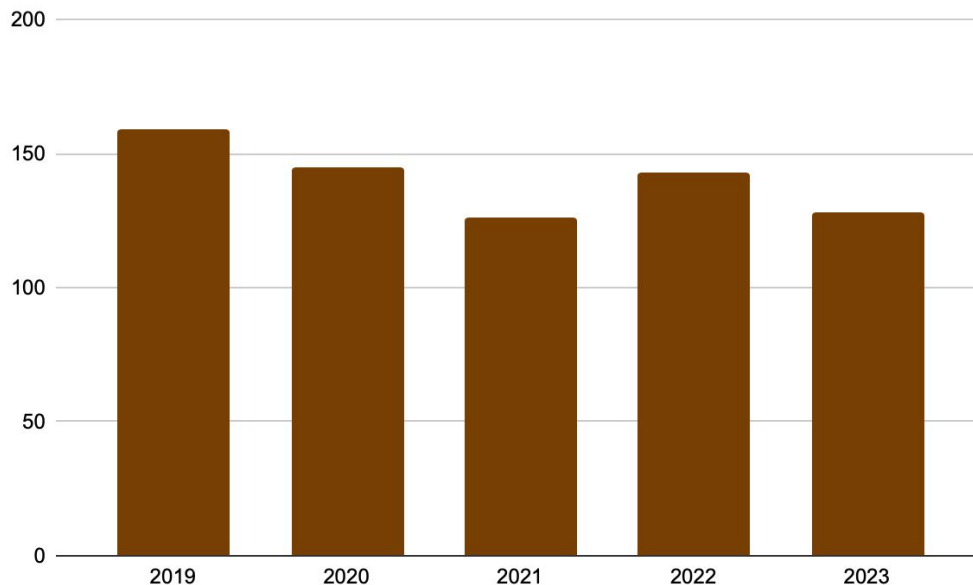




New Snacks Products with Honey

The snack category has been challenging for honey. We perform well in traditional snacks, but no-sugar added sweeteners have proven favorable in healthy snacking.

- 128 new products with honey
- -11.7% decrease compared to 2022



Snacks with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-9.66%	-15.08%	11.89%	-11.72%
Honey Share of Total Introductions	5.78%	5.63%	6.25%	5.67%

Product Name : Caulipuffs Honey Bbq Corn Rice And Cauliflower Puffed Snack

Country : United States **Event Date :** Dec 2023

Company : Caulipuffs

Brand : Caulipuffs

Description : Honey bbq corn, rice and cauliflower puffed snack in a 21g plastic flat pouch.

Claims : Non GMO. Baked not fried. Gluten free. Avocado oil. Kosher. Family owned. Baked in California. Soy free. Plant based. Lovingly baked in cali. Fambam foods.

Ingredients : Puff [corn meal, rice meal, cauliflower powder], avocado oil, honey bbq seasoning [sugar, salt, tomato powder, honey powder (maltodextrin, honey), onion powder, paprika, natural flavors, garlic powder, citric acid, spices, natural smoke flavor, paprika extract (color)].



Product Name : Simple Truth Honey Mustard Baked Pretzel Thins

Country : United States **Event Date :** Feb 2023

Company : Kroger

Brand : Simple Truth

Price (EURO) : 2.77 **Price (USD) :** 3.00

Description : Honey mustard flavored baked pretzel thins, in a 204g resealable plastic standing pouch.

Claims : Made in a peanut free facility. Certified kosher. Non GMO.

Ingredients : Pretzel (wheat flour enriched [wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid], cane sugar, water, malt tapioca blend [tapioca syrup, malt extract]), canola oil, sugar, salad style mustard (distilled vinegar, mustard seed, salt, turmeric), maltodextrin, modified cornstarch, natural flavor), dehydrated onion and garlic, salt, honey powder (contains maltodextrin), citric acid, natural flavors, spices, turmeric extractives, silicon dioxide to prevent caking, sea salt.



Product Name :	Honey Bunches Of Oats Granola Chips Blueberry		
Country :	United States	Event Date :	Feb 2023
Company :	Post Consumer Brands		
Brand :	Honey Bunches Of Oats		
Price (EURO) :	1.38	Price (USD) :	1.49
Description :	Granola chips with blueberry flavor, in a 170g resealable plastic standing pouch.		
Claims :	Per 28g: calories 120 kcal, saturates fat 0g, total sugars 7g, sodium 150mg. Kosher dairy. Bite sized sweetened multigrain snack. Resealable pouch. Pouch is not recyclable. The cereal you love now has a crispy, crunchy granola chips. Whole grain.		
Ingredients :	Wholegrain wheat, sugar, degermed yellow corn flour, canola and/or soybean oil, wholegrain oat flour, maltodextrin, honey, contains 2% or less of: dextrose, salt, molasses, cornstarch, trisodium phosphate, natural and artificial flavor, soy lecithin, blue 2 lake, red 40 lake, titanium dioxide (color), TBHQ and citric acid added to maintain freshness.		



Spreads

Category Analysis

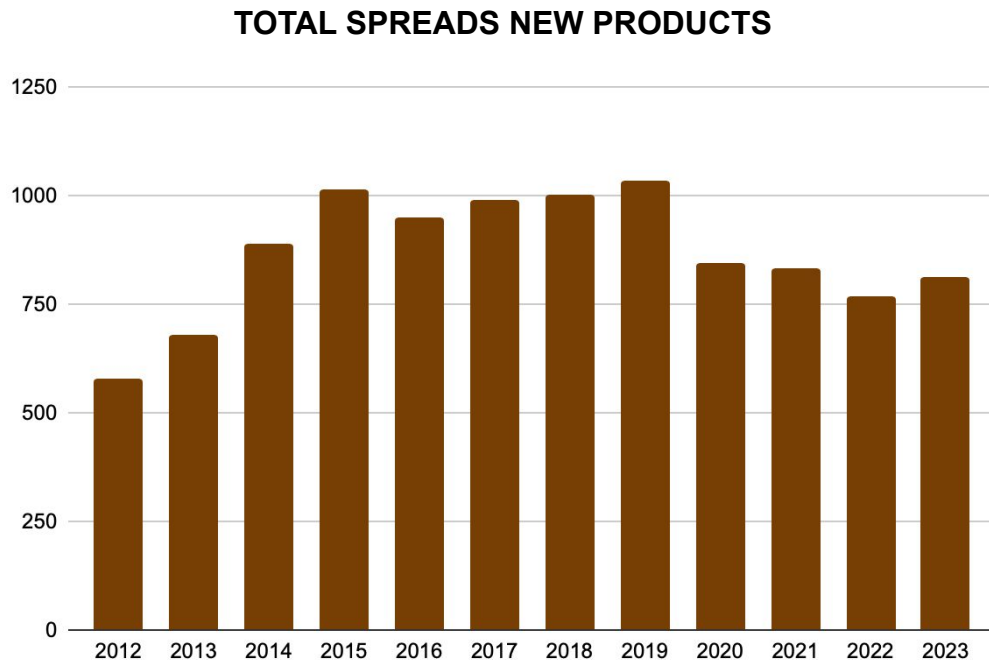


Category Review: Spreads

After a sharp decline in 2022, the spread category returned to “normal” with new product development closely mirroring 2020 and 2021 numbers.

- 813 new products
- 5.86% increase

Further review of this category needed to make it more valuable for analysis.



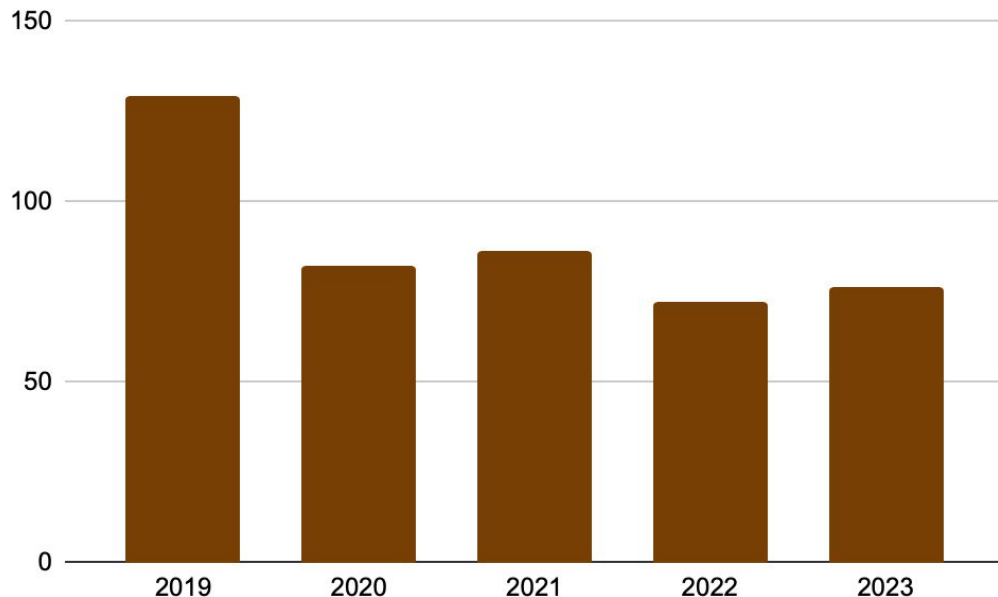


New Spreads Products with Honey

Honey's usage in this category has remained relatively flat since COVID.

- 76 products with honey
- 5.26% increase compared to 2022

Market share of new products held steady in 2023, and mirrored overall category performance in new product development.



Spreads with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-57.32%	4.65%	-19.44%	5.26%
Honey Share of Total Introductions	9.69%	10.31%	9.38%	9.35%





Product Name :	Harissa Hot Honey Seductively Spicy Honey		
Country :	United States	Event Date :	Dec 2023
Company :	Harissa Hot Honey		
Brand :	Harissa Hot Honey		
Price (EURO) :	11.07	Price (USD) :	11.99
Description :	Sweet heat combo of 100% pure local wildflower honey infused with Tunisian artisanal Harissa aromatic spices. Comes in a 340g plastic bottle.		
Claims :	Sweet heat. No artificial colors, flavors, or preservatives. Made with locally-sourced honey. 100% pure honey. Gluten free. All-natural. No artificial sugars.		
Ingredients :	Made with 100% pure honey, chili peppers, vinegar, coriander, caraway, garlic.		



Product Name :	Aplenty Honey Peanut Butter Spread		
Country :	United States	Event Date :	Jun 2023
Company :	Amazon		
Brand :	Aplenty		
Price (EURO) :	3.86	Price (USD) :	4.18
Description :	Creamy peanut butter with a touch of floral honey, in a 454g plastic PET (1) jar.		
Claims :	Made with real honey. Recyclable packaging.		
Ingredients :	Peanuts, honey, cane sugar, sustainably sourced palm oil, peanut oil, sea salt.		



Product Name :	Cedars Organic Hot Honey Hummus With Toppings		
Country :	United States	Event Date :	Jun 2023
Company :	Cedars Mediterranean Foods		
Brand :	Cedars		
Price (EURO) :	4.15	Price (USD) :	4.49
Description :	Organic hot honey hummus with toppings, in a 284g plastic PET tub.		
Claims :	USDA organic. Non GMO Project Verified. Certified kosher. Family-owned. Certified gluten free. Certified organic by Quality Assurance International.		
Ingredients :	Organic chickpeas (organic chickpeas, water), organic sesame tahini (ground sesame seeds), organic sunflower oil, organic honey, sea salt, citric acid, organic garlic, organic cumin, organic guar gum. Topping: organic sunflower oil, organic crushed red chili pepper, organic roasted white sesame seeds, organic honey, organic dehydrated red bell pepper.		

Soft Drinks

Category Analysis



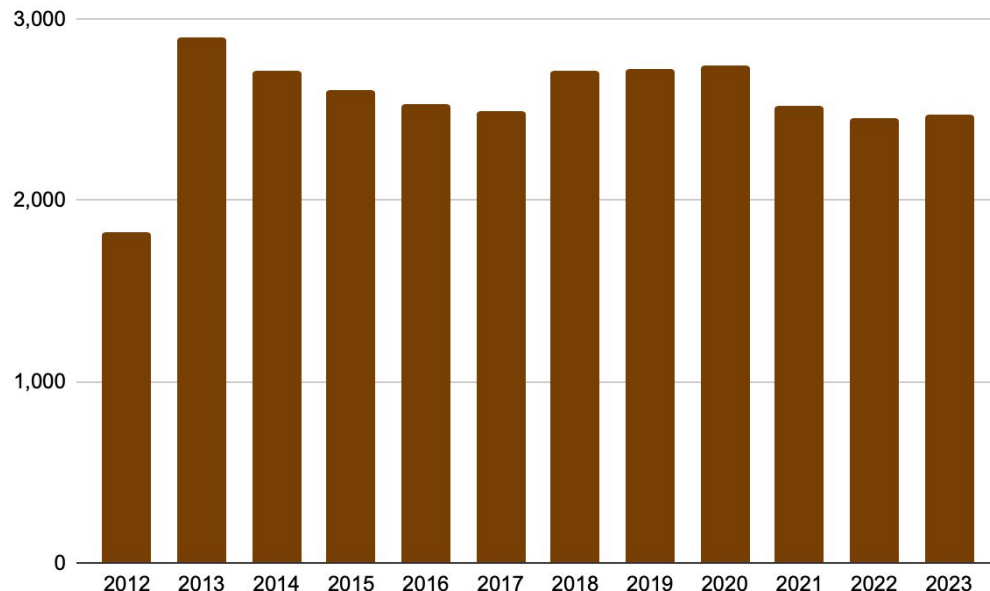
Category Review: Soft Drinks

Category has remained stable since COVID in terms of innovation and new product development.

- 2,357 new products
- 0.86% increase

Most innovation happened in “carbonates” sub-category, which has focused efforts on zero calorie or a shift to sugar from high fructose corn syrup.

TOTAL SOFT DRINKS NEW PRODUCTS



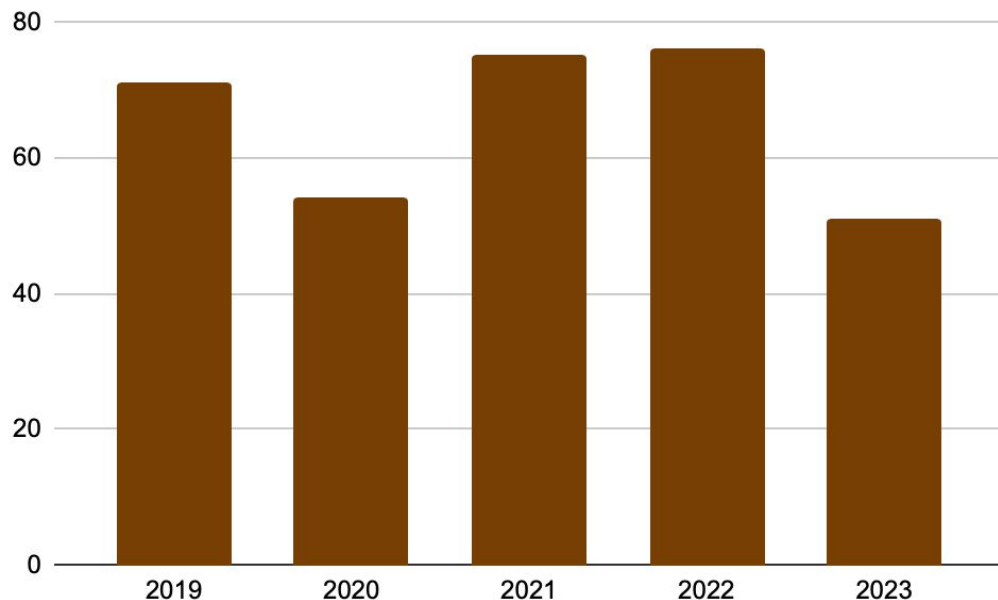


New Soft Drinks Products with Honey

Sharp decline in honey innovation after two years of above average new products.

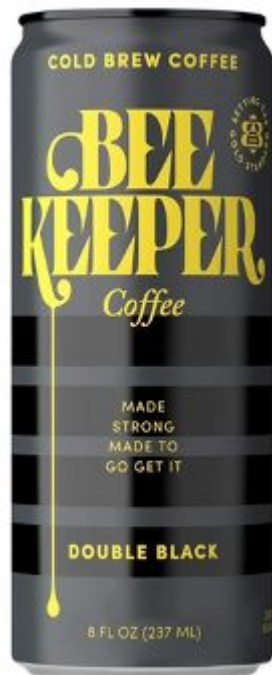
- 51 products with honey
- -49.02% decrease compared to 2022

We anticipated headwinds in 2023, but not to this severity. Will refocus messaging on this category.



Soft Drinks with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-31.48%	28.00%	1.32%	-49.02%
Honey Share of Total Introductions	1.97%	2.98%	3.10%	2.06%





Product Name : Beekeeper Coffee Double Black Cold Brew Coffee

Country : United States **Event Date :** Nov 2023

Company : Beekeeper Coffee

Brand : Beekeeper Coffee

Description : Double black cold brew coffee in a 237ml aluminum can.

Claims : Made strong. Made to go get it. Double black. Setting the gold standard. Made strong. Made to get it. Double Black is our boldest, smoothest, strongest flavor with 180mg of natural caffeine and a drop of honey. Made from Arabica beans. Gluten free. Pure honey. RBST free.

Ingredients : Water, coffee, honey (adds a negligible amount of sugar).



Product Name :	Snapple Tea Honey Sweet Tea		
Country :	United States	Event Date :	Jul 2023
Company :	Keurig Dr Pepper		
Brand :	Snapple		
Price (EURO) :	0.73	Price (USD) :	0.79
Description :	Honey sweet tea based on black tea, in a 473ml plastic PET bottle.		
Claims :	Recyclable bottle. All natural. Naturally flavored with other natural flavors. 160 calories per bottle. Gluten free. Certified kosher. No artificial flavors or sweeteners. Made from black tea. Bottle made from 100% recycled plastic. Don't be trashy, help us recycle. You've got great taste.		
Ingredients :	Filtered water, sugar, honey, tea, natural flavors, citric acid.		



Product Name :	Fresh Fizz Organic Sparkling Mint Lemonade Soda		
Country :	United States	Event Date :	Jul 2023
Company :	Fresh Fizz Sodas		
Brand :	Fresh Fizz		
Price (EURO) :	2.22	Price (USD) :	2.40
Description :	Organic sparkling mint lemonade soda in a 350ml aluminum can.		
Claims :	USDA organic. 60 calories. Real food ingredients. Please recycle. Certified kosher. Certified paleo. Sweetened naturally with honey. Flavored with juice and fresh herbs. Only four simple ingredients. No extracts, preservatives or flavors. Transparent ingredient sourcing. Contains 11% juice.		
Ingredients :	Carbonated water, organic lemon juice(from concentrate), organic honey, organic mint.		

Meals & Side Dishes

Category Analysis

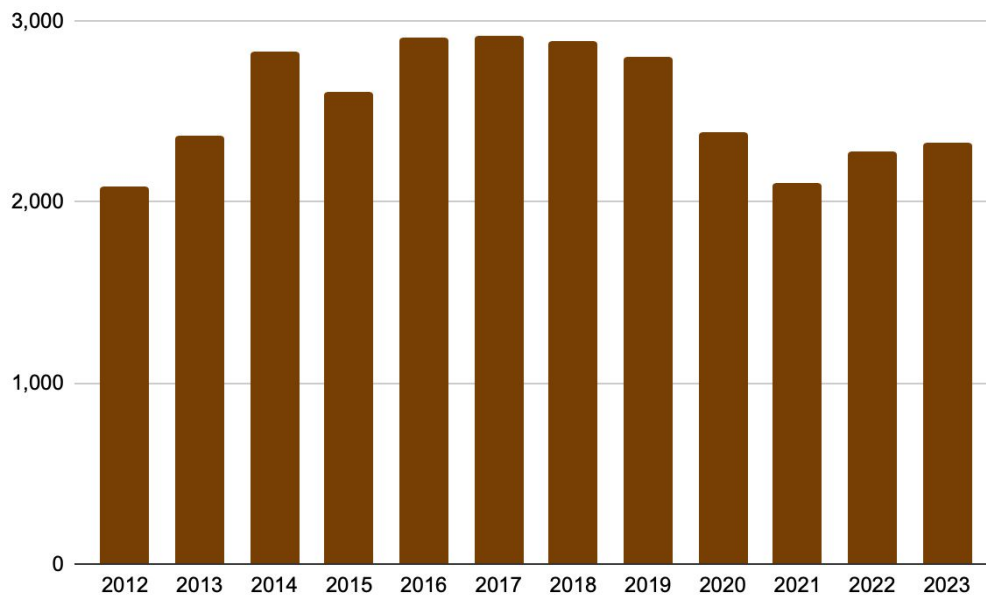


Category Review: Meals & Side Dishes

Skyrocketing inflation has caused many consumers to opt for frozen meals instead of going out to eat, which has resulted in innovation to create restaurant-quality meals.

- 813 new products
- 1.93% increase

TOTAL READY MEALS & SIDE DISHES NEW PRODUCTS



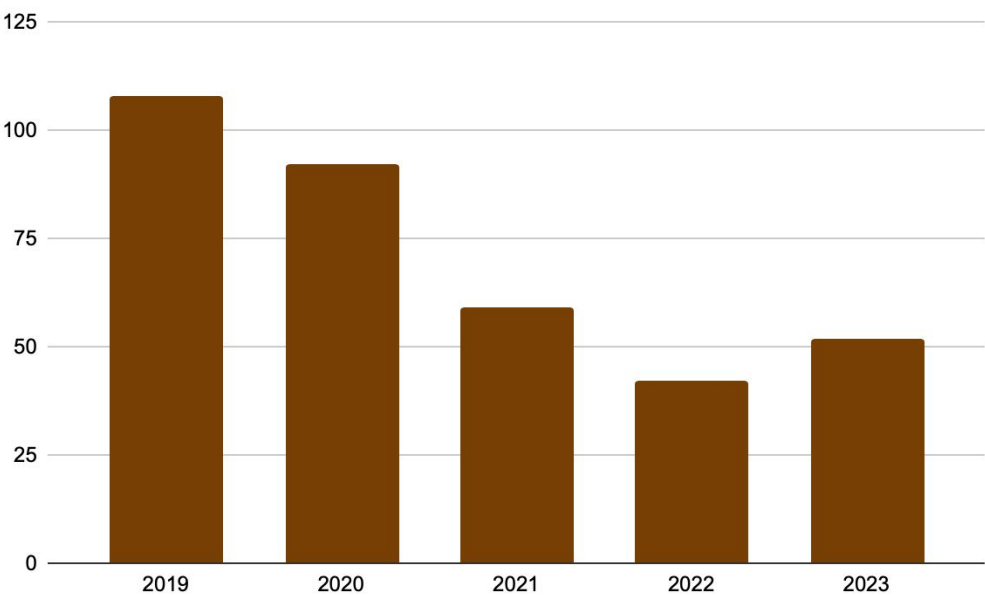


New Meals & Side Dish Products with Honey

Hot honey’s popularity drove honey’s use in frozen pizzas, which was the largest sub-category of honey inclusion.

- 52 products with honey
- 19.23% increase compared to 2022

Frozen breakfast sandwiches also show promise for honey innovation.



Meals and Side Dishes with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-17.39%	-55.93%	-40.48%	19.23%
Honey Share of Total Introductions	2.80%	1.90%	2.50%	2.30%



Product Name :

Caulipower Over The Top Spicy Chicken Sausage Pizza

Country :

United States

Event Date :

Nov 2023

Company :

Caulipower

Brand :

Caulipower

Description :

Pizza with spicy chicken sausage, zesty hot honey marinara, and fire-roasted peppers, all atop our irresistibly thin and crispy stone-fired cauliflower crust. Comes in a 397g plastic wrapper held in a carton folded box.

Claims :

Inspected for wholesomeness by US department of agriculture. Gluten free. Wheat free. No preservatives. peanut free. Tree nut free. Premium loaded toppings. Stone fired cauliflower crust.

Ingredients :

Crust (cauliflower, brown rice flour, white rice flour, water, cornstarch, tapioca starch, vegetable oil [contains one or more of the following: canola oil, sunflower oil, olive oil], egg, baking powder [sodium acid pyrophosphate, sodium bicarbonate, cornstarch, monocalcium phosphate], xanthan gum, sugar, yeast, vinegar, salt), sauce (water, seasoning [sugar, cane sugar, cornstarch, maltodextrin, spice, honey, less than 2% garlic powder, white distilled vinegar, salt, fully refined soybean oil], tomato paste), low moisture part skimmed mozzarella cheese (pasteurized part skimmed milk, cheese cultures, salt, enzymes), cooked chicken sausage (chicken thigh meat, water, spices, salt, tomato paste [tomato paste, salt, citric acid], garlic, spray dried bakers yeast [bakers yeast extract, salt, canola oil, natural smoke flavor], onions, sugar, dehydrated garlic, smoked paprika, natural flavorings), fire roasted pepper.

Product Name :

8 Myles Buffalo Mac N Cheese

Country :

United States

Event Date :

Aug 2023

Company :

8 Myles

Brand :

8 Myles

Description :

Wholegrain elbow pasta tossed in a bold buffalo and cheddar-jack cheese sauce topped with a golden-brown breadcrumb crust. Comes in a 227g standard plastic tray held in a carton folded box.

Claims :

Contains 14g protein, 350mg calcium (25% DV), and 3g fiber (11% DV). Real comfort. Real ingredient. Hand crafted quality ingredients. This is a microwaveable product and tray.

Ingredients :

Whole milk, pasta (organic wholegrain durum wheat semolina, water), pineapple buffalo sauce (pineapples, cayenne pepper sauce (aged cayenne peppers, distilled vinegar, salt, garlic powder, water), apple cider vinegar, honey, butter, red pepper flakes), monterey jack cheese, heavy cream, cheddar cheese, american cheese, less than 2% of: panko crumbs (wheat flour, less than 2% of sugar, yeast, soybean oil, salt), butter, tapioca flour, garlic powder, egg, paprika, onion powder, turmeric.





Product Name : Scott And Jons Honey Garlic Shrimp Rice Bowl

Country : United States

Event Date : May 2023

Company : Cheating Gourmet Foods

Brand : Scott And Jons

Description : Frozen honey garlic shrimp rice bowl in a 227g plastic pot held in a carton folded box. Sweet meets savory in honey garlic shrimp rice bowl frozen meal. Shrimp recipe delicately balances the fresh flavor of edamame, broccoli, peppers, and carrots, with the sweet tang of honey garlic sauce for a healthy meal full of power foods.

Claims : 16g protein. 260 calories. Simple wholesome ingredients. Ethically sourced shrimp. Made with gluten free ingredients. Best Aquaculture Practices logo. Low-calorie meal.

Ingredients : White rice (water, rice), shrimp, water, edamame, broccoli, carrots, red bell peppers, honey, sugar, cornstarch, salt, natural flavor (contains maltodextrin), soy sauce powder (soybeans, salt), spices, yeast extract, sesame seed oil, xanthan gum, green cabbage powder (green cabbage concentrate), citric acid, roasted soy sauce type flavor (safflower oil, natural flavors), grill flavor (from sunflower oil), scallion, olive oil, sodium citrate, sodium carbonate.

Dairy

Category Analysis



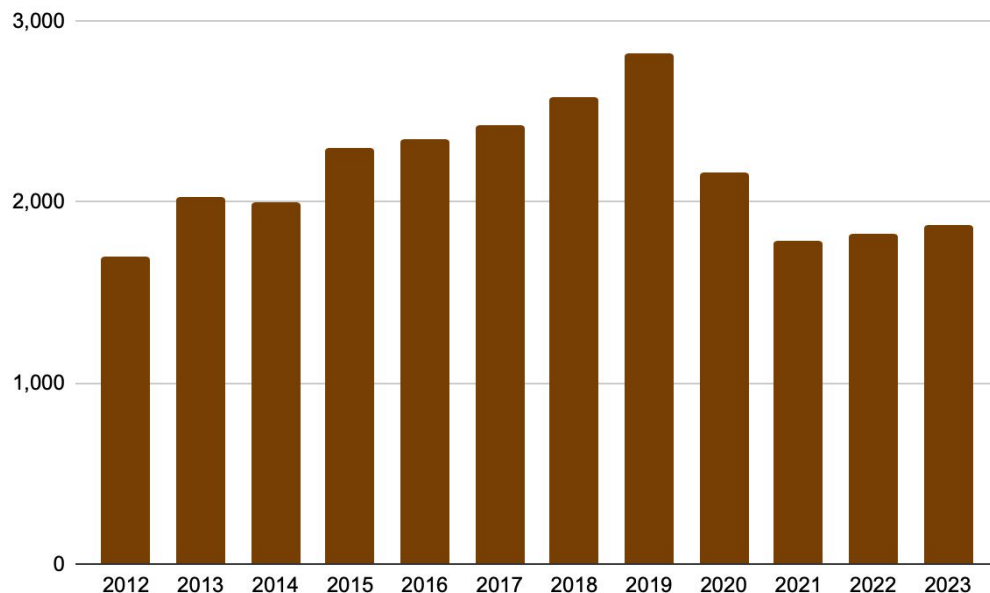
Category Review: Dairy Products

This staple category has continued to focus on new product development via flavors and inclusions, in an effort to combat general declines in dairy consumption.

- 1,871 new products
- 2.30% increase

Semi-Hard and Hard Cheeses accounted for 386 new products, with yogurt coming in second at 217.

TOTAL DAIRY NEW PRODUCTS



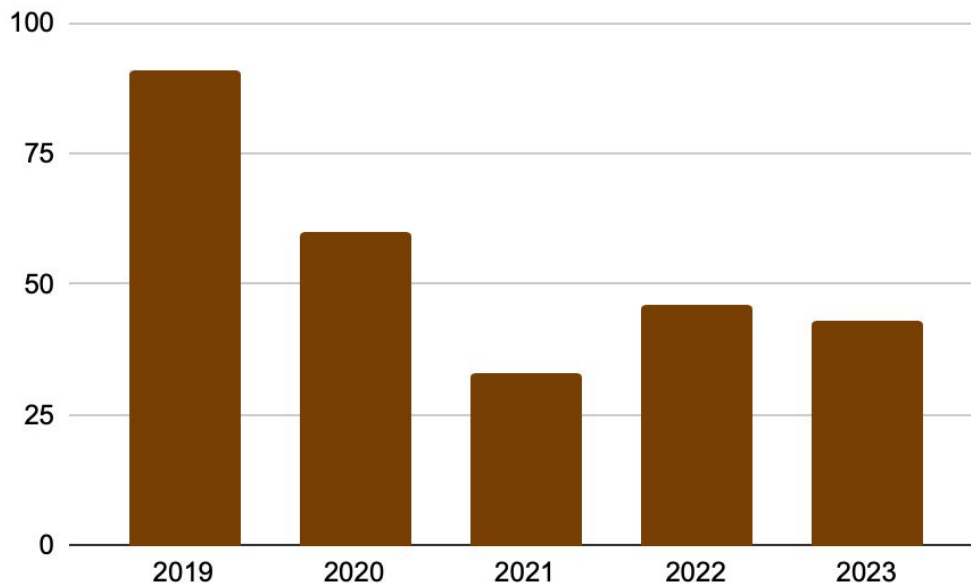


New Dairy Products with Honey

Innovation with honey declined after a massive increase in 2022.

- 43 products with honey
- -6.98% decrease compared to 2022

Dairy yogurt saw the most honey innovations with 23, and cheeses (all types), had 16 new products with honey.



Dairy with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-51.67%	-81.82%	28.26%	-6.98%
Honey Share of Total Introductions	2.80%	1.90%	2.50%	2.30%





Product Name : Laclare Family Creamery Chiptole Honey Goat Cheese

Country : United States **Event Date :** Aug 2023

Company : Laclare Family Creamery

Brand : Laclare Family Creamery

Description : Chiptole honey goat cheese in a 113g plastic vacuum pouch. Mixed with honey and chipotle peppers to create a delightful blend of sweet and smoky with a spicy burst.

Claims : Goat milk. Local milk. Wisconsin crafted. Packaged with care. Creamy. Spicy Tangy.

Ingredients : Whole pasteurized goat milk, honey granules, salt, chipotle pepper powder, chipotle pepper flakes, cheese cultures, enzymes.



Product Name :	Icelandic Provisions Extra Creamy Skyr Whole Milk Yogurt: Honey and Apricot		
Country :	United States	Event Date	May 2023
Company :	Icelandic Provisions		
Brand :	Icelandic Provisions		
Description :	Honey and apricot flavored extra creamy skyr yogurt made from whole milk, in a 125g plastic pot.		
Claims :	Contains 11g protein and 9g sugar. Certified kosher dairy.		
Ingredients :	Whole milk skyr (pasteurized milk, live and active cultures), apricots, cane sugar, honey, pectin, locust bean gum, lemon juice concentrate, natural flavors.		



Product Name : Chobani Flip Key Lime Crumble: Key Lime Lowfat Greek Yogurt With Graham Crackers And White Chocolate

Country : United States

Event Date : Oct 2023

Company : Chobani

Brand : Chobani Flip

Price (EURO) : 6.45

Price (USD) : 6.99

Description : 4 x 128g plastic pots of key lime flavored low fat Greek yogurt with a separate portion of graham crackers and white chocolate. Comes in a carton board sleeve.

Claims : New trick, same treat. Made only with natural ingredients. Low fat. Value pack. Grade A. Certified kosher dairy. No fake fruits. No artificial flavors. No artificial sweeteners. No preservatives. No rBST. 100% recycled paperboard. Recycle paper sleeve and plastic cup (check locally). Halloween edition.

Ingredients : Cultured low fat milk, cane sugar, water, wheat flour, brown sugar, soybean oil, key lime puree, cocoa butter, key lime juice concentrate, milk, fruit pectin, skimmed milk, guar gum, natural flavors, white vinegar, cinnamon, baking soda, salt, honey, soy lecithin, tapioca flour, fruit juice concentrate and turmeric (for color), lemon juice concentrate, vanilla extract, 6 live and active cultures: *S. thermophilus*, *L. bulgaricus*, *L. acidophilus*, *Bifidus*, *L. casei*, and *L. rhamnosus*.

Desserts & Ice Creams

Category Analysis



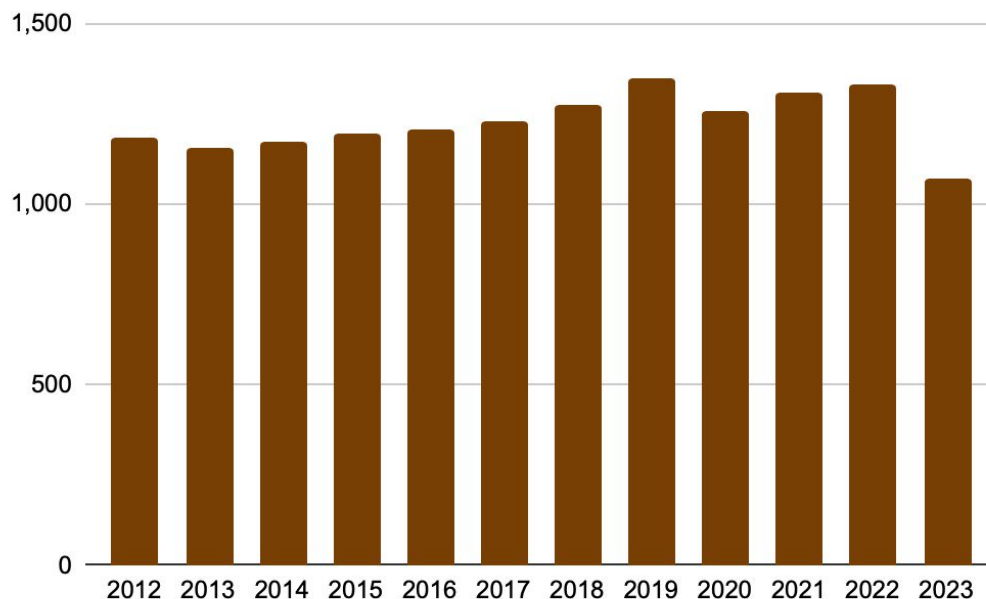
Category Review: Desserts & Ice Creams

Innovation in Desserts & Ice Creams was at its lowest in more than a decade.

- 1,068 new products
- -19.88 decrease in new products

Dairy ice cream innovation was strong. Non-dairy ice creams saw innovation come to a halt.

TOTAL DESSERTS & ICE CREAMS NEW PRODUCTS

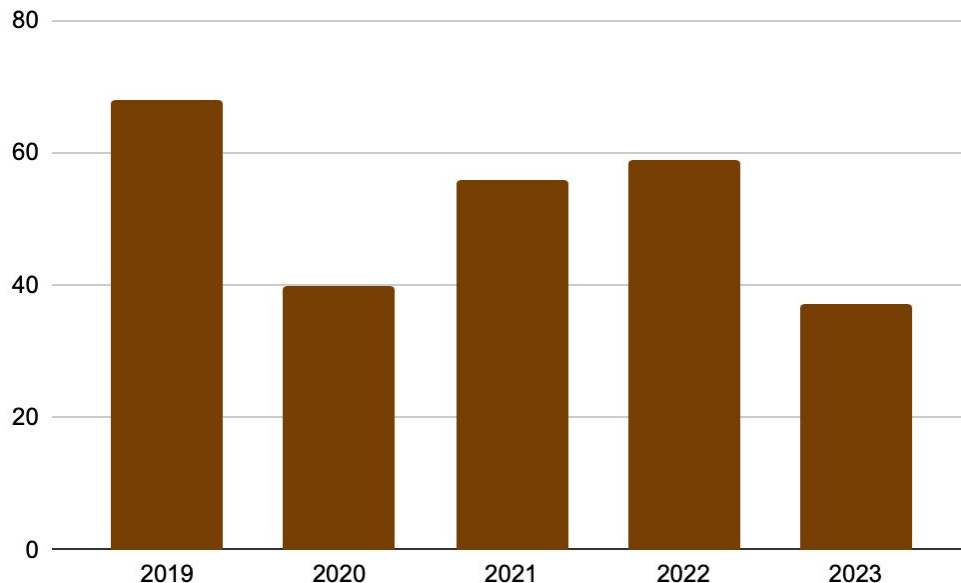




New Desserts & Ice Creams with Honey

Honey experienced an outsized impact from declines in all of the categories outside of dairy and ice cream, as those subcategories were our strong suit and positioned as healthier alternatives.

- 37 new products
- -59.46% decrease in new products with honey



Desserts & Ice Cream with Honey	2020	2021	2022	2023
% Change in New Products with Honey	-70.00%	28.57%	5.08%	-59.46%
Honey Share of Total Introductions	3.20%	4.30%	4.40%	3.50%





Product Name : Jenis Sweet Potato Marshmallow Brulee Ice Cream

Country : United States **Event Date :** Oct 2023

Company : Jenis Splendid Ice Creams

Brand : Jenis

Price (EURO) : 11.08 **Price (USD) :** 12.00

Description : Roasted sweet potatoes ice cream with nutmeg, cinnamon, marshmallow sweet cream, and cracked sugar candy. Comes in a 473ml plastic tub.

Claims : Gluten free.

Ingredients : Cream, milk, cane sugar, brulee bits (sugar, tapioca syrup, water, tapioca starch), nonfat milk, sweet potatoes, tapioca syrup, honey, water, Madagascar bourbon vanilla extract, natural flavors, sea salt, spices, citric acid.



Product Name : Dole Whip Frozen Pineapple Treat Made With Real Fruit

Country : United States **Event Date :** Aug 2023

Company : Dole Food Company

Brand : Dole Whip

Price (EURO) : 7.84 **Price (USD) :** 8.49

Description : 4 x 106ml carton pots of pineapple flavored frozen dessert made with real fruit, comes in a carton folded box.

Claims : Made with real fruit. No artificial ingredients. Delicious treat. Brings fruity, smooth, and creamy satisfaction right to your freezer. Bursting with real fruit, no artificial ingredients and enchanted flavor, your dessert dreams really can come true. Dairy free. Easy and convenient snack or dessert. No processed sugars. Contains 110 calories per serving. Non GMO. Gluten free.

Ingredients : Pineapple puree, organic coconut cream, honey, natural flavors, plant based stabilizer (guar gum, sunflower lecithin, xanthan gum), and citric acid.



Product Name : Van Leeuwen Chocolate Caramel Cheesecake French Ice Cream

Country : United States **Event Date :** May 2023

Company : Van Leeuwen Artisan Ice Cream

Brand : Van Leeuwen

Price (EURO) : 11.08 **Price (USD) :** 12.00

Description : Chocolate cream cheese ice cream with swirls of caramel and chunks of housemade graham cracker crust. Comes in a 414ml carton board tub.

Ingredients : Cream, milk, cane sugar, cream cheese (milk, cream, salt, carob bean gum, cheese culture), egg yolks, butter, enriched wheat flour (unbleached wheat, malted barley, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), coconut cream, coconut oil, cocoa powder, whole wheat flour, tapioca syrup, brown sugar, water, honey, cornstarch, natural flavor, sea salt, annatto (for color), baking soda, cinnamon, salt.

Pet Food

Category Analysis



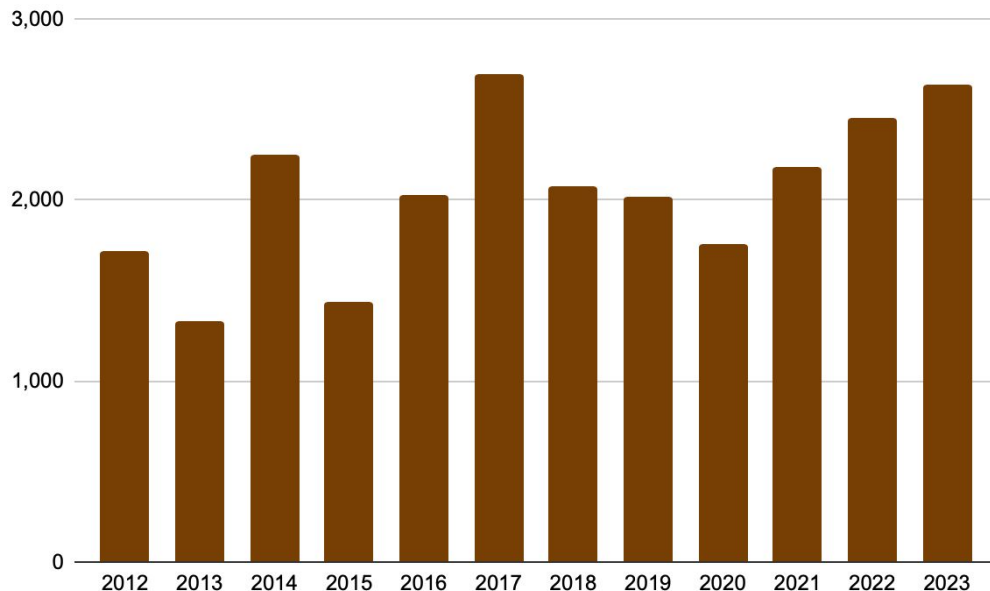
Category Review: Pet Food

One of the only categories to rebound completely from the Innovation Gap that started with COVID.

- 2,637 new products
- 7.50% increase in new products

Third consecutive year of impressive results in new product launches.

TOTAL PET FOOD NEW PRODUCTS

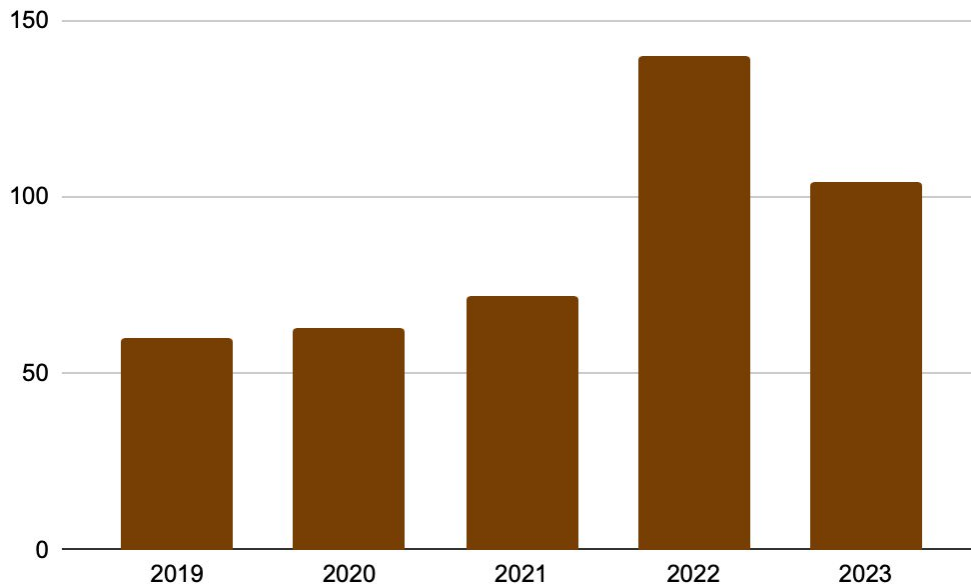




New Pet Foods with Honey

Innovation with honey returned to earth after an amazing 2022, which saw a 48.57% increase in penetration.

- 104 new products
- -34.62% decrease in new products with honey



Pet Food with Honey	2020	2021	2022	2023
% Change in New Products with Honey	4.76%	12.50%	48.57%	-34.62%
Honey Share of Total Introductions	3.70%	3.30%	5.70%	4.00%



Product Name : Bocces Bakery Apples And Cheese Recipe Dog Treats

Country : United States **Event Date :** Oct 2023

Company : Bocces Bakery

Brand : Bocces Bakery

Price (EURO) : 6.00 **Price (USD) :** 6.50

Description : Apples and cheese recipe dog treats in a 141g resealable plastic standing pouch.

Claims : Oven-baked. With lamb, mint and honey. All natural. Baked in the USA. 100% oven baked. Wheat-free. Bocce approved. 100% real ingredients. Resealable packaging.

Ingredients : Oat flour, honey, apples, and cheese.



Product Name :	Yummy Combs Chicken Flavor Treats For Medium Adult Dogs		
Country :	United States	Event Date :	Jul 2023
Company :	Pets Best Life		
Brand :	Yummy Combs		
Price (EURO) :	2.30	Price (USD) :	2.49
Description :	Chicken flavor treats for medium adult dogs in a 23g plastic flat pouch.		
Claims :	Flosses and scrubs 360 degrees. Freshens breath. 44% superior protein. Shape deters gulping. Oral care. Heart, skin, and coat. Digestive, joint health. Gluten-free. Grain free. Non-GMO. All natural. One dog treat. Recognized as an essential dietary nutrient by the AAFCO Dog Food Nutrient Profiles.		
Ingredients :	Chicken meal, gelatin, spray-dried chicken, honey, spray-dried casein, powdered cellulose, maltodextrins, natural liver flavor, glycerin, salmon oil, lecithin, sodium tripolyphosphate, monoglycerides of edible fatty acids, natural smoke flavor, attapulgitic clay, calcium chloride, sodium bentonite, potassium chloride, sodium hexametaphosphate, choline chloride, turmeric, magnesium stearate, glucosamine hydrochloride, chondroitin sulfate, vitamins (vitamin E supplement, niacin, thiamine mononitrate, d-calcium pantothenate, vitamin A supplement, pyridoxine hydrochloride, riboflavin supplement, vitamin D3 supplement, vitamin B12 supplement, folic acid, and biotin), minerals (ferrous sulfate, zinc oxide, manganous oxide, copper sulfate, sodium selenite, cobalt carbonate and ethylenediamine dihydroiodide), calcium carbonate, ascorbic acid, mixed tocopherols (preservative), yucca schidigera extract.		



Product Name : Bocces Wild Berry Biscotti Dog Treats

Country : United States **Event Date :** Feb 2023

Company : Bocces Bakery

Brand : Bocces

Price (EURO) : 15.23 **Price (USD) :** 16.50

Description : Wild berry biscotti treats with peanut butter, blueberry, and honey, for dogs. Comes in a 340g resealable standing plastic pouch.

Claims : 5 ingredients. Wheat-free. 100% real ingredients. Organic ingredients. Recyclable packaging. Vegetarian. Allergen friendly. All natural dog treats.

Ingredients : Organic barley flour, organic peanut butter, organic rolled oats, organic blueberries, organic honey.