

MINTEL STUDY EXAMINES F&B NEW PRODUCT LAUNCHES

"NO HFCS" ONE OF THE LEAST FREQUENT CLAIMS

According to new data from Mintel's Global New Products Database (GNPD), the most frequent health-focused, on-package claims for new products in the food and beverage industry are "kosher," "all natural product," "no additives/preservatives," "low/no/reduced fat" and "gluten-free." Near the bottom of the list was "no high fructose corn syrup (HFCS)."

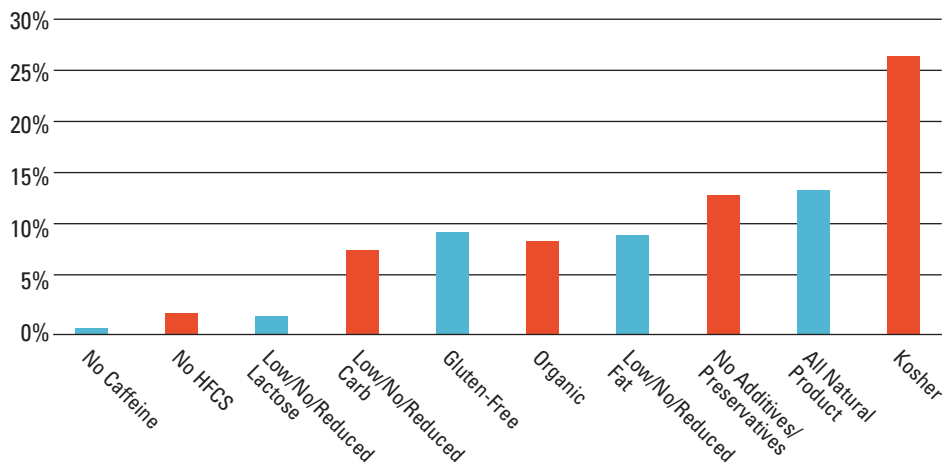
New food and beverage product launches in the U.S., across all categories, usually total more than 20,000 in most years. Those with "no HFCS" claims accounted for only about 400 new product introductions in 2011, or only 2 percent.

The results align with a separate consumer study conducted by Mintel that shows HFCS to be a low priority when grocery shopping. The 2011 research found that only 4 percent of consumers indicated they were looking to avoid HFCS, and only 3 percent indicated that they were reading labels for HFCS.

LEARN MORE:

For more information about both studies or Mintel Research Consultancy, visit www.mintel.com.

HEALTH-RELATED FOOD CLAIMS WITHIN 2011



TOTAL NEW PRODUCT INTRODUCTIONS, USA, BY LAUNCH TYPE, 2002-2011, PLUS PRODUCTS WITH HFCS CLAIMS AND PRODUCTS CONTAINING HFCS

