

# Innovation and the New 'Core': Few and Focused

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## INTRODUCTION

Scope

Key findings

## FEW AND FOCUSED: PRODUCT INNOVATION AND COVID-19

Our themes

“Voice of the Industry”: less time in store, more time online

Innovation and the new ‘core’: ideas to centre on more time at home

COVID-19 era: core innovation themes across the consumer landscape

Risk-averse producers re-focus as retailer shelves are trimmed

Act now: the necessity of innovating post-COVID-19

Few and focused: three pillars of product innovation after the pandemic

## FOR ME, BY ME: FOLLOWING THE CONSUMER

Greater push for hygiene: improvement for the home and in-store

Seeking mental wellbeing: opportunity for cannabis-derived ingredients

Food for the household: DIY kits, bestseller bundles, and healthy NPD

## VALUE AND VALUES: THE NEW VALUE EQUATION

Balancing value and values as consumer brands slowly recover

Reducing both price and complexity through private label

Creating value through budget brands, smaller packs and little luxuries

Building brand value through online commerce and marketing

## RESURRECTION: RE-ENGINEERING FORMATS AND OCCASIONS

Reinvention: telehealth and the role of distance in innovation

Reinvention: contactless vending to coax return to foodservice

Resurrection: juice’s re-emergence as prominent immunity format

Resurrection: from on-the-go back to sit-down breakfasts

## CONCLUSION

Key findings

## APPENDIX: VIA PRICING

About Via Pricing from Euromonitor International

### About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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