



# Innovation: Food and Beverage in the UK

June 2024

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Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

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Health and sustainability align with regulations and consumer trends

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Mondelez quickly reacts to HFSS regulation with new sub-brand launch

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Flavour-focused spirits are a key driver of new product development

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Functional benefits and premium blends lead innovation in tea

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Immunity boosting and unique flavours at the forefront of beverage innovation

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Health retailer leads new launches, offering wellness-focused products

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Passport innovation industry coverage

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