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INNOVATION BAROMETER by **BASES**

September 2022 edition

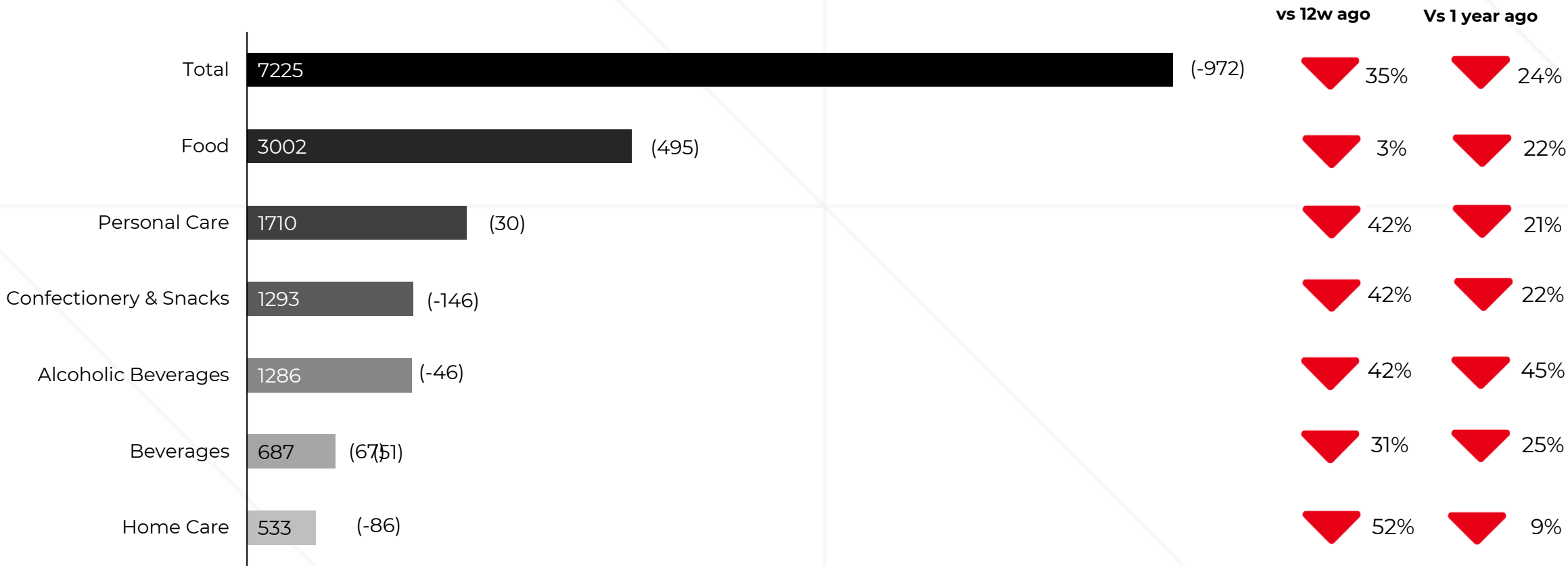
The Innovation Barometer, powered by BASES Innovation Measurement, quickly identifies, categorizes, and measures innovations, to bring you a monthly update on the most active players in CPG innovation, what's up, what's down, who's winning, who's losing and more.

What is the current state of innovation in the CPG industry?

BASES Innovation Barometer uses NielsenIQ sales data to give you an overview of innovation activity and performance across six key super-categories: food, confectionary and snacks, beverages, alcoholic beverages, home care and personal care.

For three months in a row, we can see a steady decline in the number of innovations launched across all categories in the US.

Total innovation launches



Source: BASES Innovation Measurement, United States past 12 weeks until July 16, 2022



Category where innovations have the highest increase in eq price



Beverages

Category where innovations have the highest average velocity



Beverages

Highest innovation sales contribution to total value sales



Home Care

Beverages is showing the highest increase in innovation eq prices and highest average velocities when it comes to innovation sales. Home Care has the highest innovation contribution to total sales as compared to Personal care in our last month's Innovation Barometer update.

When looking at the most innovation active brand owners, or the companies that launched the highest number of innovations, this month Good Food Holdings made its debut and took the leadership position over from L’Oreal and P&G, with 153 innovations.

5 most innovation active brand owners



Source: BASES Innovation Measurement, total innovations launched by brand owner. United States past 12 weeks until July 16, 2022

Total market



Sales value change



Items change



Eq price change

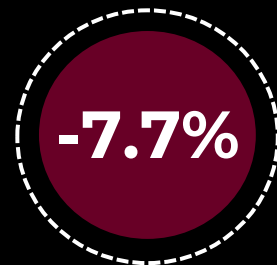


Average item
velocity change

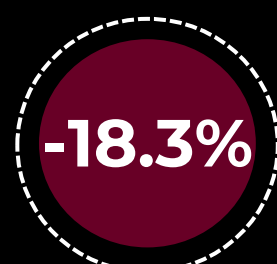
Innovation



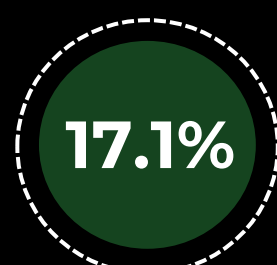
Sales value change



Items change



Eq price change



Average item
velocity change

Overall, consumers are spending more on consumer-packaged goods, with the growth mostly coming from Alcohol beverages. Home care and alcohol beverages are driving this month's innovation sales growth, each category providing 30% increase in innovation sales compared to 12 weeks ago.

The total number of products available in the market across 6 super categories continues to drop at a rate of 2.8%, with innovations following the trend at a slightly higher rate of 7.7%.

The average price for both overall and innovations has decreased over the past 12 weeks, by 9.4% and 18.3% respectively. The only category that showed growth in innovation prices is Beverages, where innovation price increased by 17% compared to 12 weeks ago.

Overall, velocities are showing steady growth across categories in terms of total market and innovation, with growth in innovation velocities mostly coming from Beverages.