

# Innovation: Food and Beverage in Australia

November 2023

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## INNOVATION IN FOOD AND BEVERAGE

Almost 60% of launches were first seen in Australia in 2022

Continued focus on health and wellness in Australia reflected in detected launches

New launches in Australia in 2022: Soft Drinks and Hot Drinks

New launches in Australia in 2022: Packaged Food, Alcoholic Drinks, Pet Food

Packaged food-led detected brand-level launches in Australia in 2022

MOOD offers a range of tea with natural ingredients to support positive mental health

MOOD offers its functional tea through retailer Woolworths

Innovation in subbrand launches focuses on sustainability and fortified ingredients

Absolute Holistic offers raw, natural ingredients to align with demand for natural pet food

Absolute Holistic Raw Stew launches on pet specialist platform

Woolworths and Kogan remain key players in the Australian F&B market in 2022

## APPENDIX

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## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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