

Innovation: Food and Beverage in Australia

November 2023

Table of Contents

INTRODUCTION

Scope

Passport innovation overview

Euromonitor innovation definitions

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

Passport innovation methodology

Passport innovation industry coverage

Passport innovation country coverage

Passport innovation retailer coverage

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