

Rosemary - New Product Launches

USA

Innova January 2018

All product search	
Search Criteria	
Market	Bakery(Cakes - Pastries & Sweet Goods, Savory Biscuits/Crackers, Sweet Biscuits/Cookies); All Cereals; Confectionery(Other Sugar Confectionery); Dairy(Fats & Spreads); Meat, Fish & Eggs(Fish & Seafood, Meat Products, Poultry); Sauces & Seasonings(Cooking Sauces, Mayonnaise - Dressings & Vinegar, Oils, Pickled Condiments/Chutney, Table Sauces); Snacks(Meat Snacks, Savory/Salty Snacks, Snack Nuts & Seeds); All Spreads
Country	North America (United States)
Positioning	All Positionings
Flavours	All Flavors
Ingredients	All Ingredients
Date	Jan 2013 - Dec 2017
Products with rosemary extract on ingredient list	
Search Criteria	
Market	Bakery(Cakes - Pastries & Sweet Goods, Savory Biscuits/Crackers, Sweet Biscuits/Cookies); All Cereals; Confectionery(Other Sugar Confectionery); Dairy(Fats & Spreads); Meat, Fish & Eggs(Fish & Seafood, Meat Products, Poultry); Sauces & Seasonings(Cooking Sauces, Mayonnaise - Dressings & Vinegar, Oils, Pickled Condiments/Chutney, Table Sauces); Snacks(Meat Snacks, Savory/Salty Snacks, Snack Nuts & Seeds); All Spreads
Country	North America (United States)
Positioning	All Positionings
Flavours	All Flavors
Ingredients	Rosemary extract
Date	Jan 2013 - Dec 2017

All Product		
Time – Annually	Product Launches	Total
2013	8,385	8,385
2014	10,379	10,379
2015	11,288	11,288
2016	11,101	11,101
2017	10,592	10,592
Total	51,745	51,745
All products with rosemary extract		
Time – Annually	Product Launches	Total
2013	89	89
2014	142	142
2015	156	156
2016	238	238
2017	183	183
Total	808	808

By Category - All Products						
Market Sub-Category	2013	2014	2015	2016	2017	Total
Breakfast Cereals	518	698	767	728	750	3,461
Cakes - Pastries & Sweet Goods	624	671	626	680	690	3,291
Cereal & Energy Bars	653	938	840	974	748	4,153
Cooking Sauces	695	742	839	793	733	3,802
Fats & Spreads	118	87	151	94	101	551
Fish & Seafood	239	401	308	358	350	1,656
Mayonnaise - Dressings & Vinaigrettes	318	381	444	491	412	2,046
Meat Products	484	654	630	605	735	3,108
Meat Snacks	147	157	217	252	278	1,051
Oils	196	296	302	313	275	1,382
Other Sugar Confectionery	137	175	279	259	297	1,147
Pickled Condiments/Chutneys	166	215	310	332	231	1,254
Poultry	338	652	476	442	490	2,398
Savory Biscuits/Crackers	326	462	457	362	380	1,987
Savory Spreads	238	274	276	254	251	1,293
Savory/Salty Snacks	830	949	1,018	1,025	817	4,639
Snack Nuts & Seeds	559	549	777	708	786	3,379
Sweet Biscuits/Cookies	853	906	1,056	919	977	4,711
Sweet Spreads	444	608	707	699	608	3,066
Table Sauces	502	564	808	813	683	3,370
Total	8,385	10,379	11,288	11,101	10,592	51,745

By Category - Rosemary Containing Products						
Market Sub-Category	2013	2014	2015	2016	2017	Total
Breakfast Cereals	3	4	4	10	18	39
Cakes - Pastries & Sweet Goods	0	0	0	1	3	4
Cereal & Energy Bars	27	33	25	74	60	219
Cooking Sauces	1	3	1	4	2	11
Fats & Spreads	0	0	0	0	0	0
Fish & Seafood	4	0	0	3	2	9
Mayonnaise - Dressings & Vinaigrettes	0	6	11	25	9	51
Meat Products	2	5	2	3	4	16
Meat Snacks	0	0	2	3	1	6
Oils	3	3	3	0	2	11
Other Sugar Confectionery	0	0	1	0	0	1
Pickled Condiments/Chutneys	0	0	1	2	0	3
Poultry	1	16	10	30	20	77
Savory Biscuits/Crackers	18	24	36	15	27	120
Savory Spreads	1	3	1	1	1	7
Savory/Salty Snacks	21	34	23	37	15	130
Snack Nuts & Seeds	0	2	2	9	1	14
Sweet Biscuits/Cookies	8	9	31	20	18	86
Sweet Spreads	0	0	0	0	0	0
Table Sauces	0	0	3	1	0	4
Total	89	142	156	238	183	808

By Category - Percent Rosemary Containg Products					
Market Sub-Category	2013	2014	2015	2016	2017
Breakfast Cereals	0.6%	0.6%	0.5%	1.4%	2.4%
Cakes - Pastries & Sweet Goods	0.0%	0.0%	0.0%	0.1%	0.4%
Cereal & Energy Bars	4.1%	3.5%	3.0%	7.6%	8.0%
Cooking Sauces	0.1%	0.4%	0.1%	0.5%	0.3%
Fats & Spreads	0.0%	0.0%	0.0%	0.0%	0.0%
Fish & Seafood	1.7%	0.0%	0.0%	0.8%	0.6%
Mayonnaise - Dressings & Vinegar	0.0%	1.6%	2.5%	5.1%	2.2%
Meat Products	0.4%	0.8%	0.3%	0.5%	0.5%
Meat Snacks	0.0%	0.0%	0.9%	1.2%	0.4%
Oils	1.5%	1.0%	1.0%	0.0%	0.7%
Other Sugar Confectionery	0.0%	0.0%	0.4%	0.0%	0.0%
Pickled Condiments/Chutney	0.0%	0.0%	0.3%	0.6%	0.0%
Poultry	0.3%	2.5%	2.1%	6.8%	4.1%
Savory Biscuits/Crackers	5.5%	5.2%	7.9%	4.1%	7.1%
Savory Spreads	0.4%	1.1%	0.4%	0.4%	0.4%
Savory/Salty Snacks	2.5%	3.6%	2.3%	3.6%	1.8%
Snack Nuts & Seeds	0.0%	0.4%	0.3%	1.3%	0.1%
Sweet Biscuits/Cookies	0.9%	1.0%	2.9%	2.2%	1.8%
Sweet Spreads	0.0%	0.0%	0.0%	0.0%	0.0%
Table Sauces	0.0%	0.0%	0.4%	0.1%	0.0%
Total	1.1%	1.4%	1.4%	2.1%	1.7%