

Contents of Presentation of the Latest Trends, Innovations and Future Directions of a Specific Category in the Food Market:

1. Data from the European Market

A review of data, trends and forecasts for each country –

- UK
- Germany
- Spain
- France

2. Review of 5 Leading European brands

Case studies of product innovations developed in response to key market trends. Includes analysis of marketing messages which position the brands as healthier.

3. US Market Data

Key trends, leading markets, the latest forecasts, and processed statistical data.

4. Review of 2 Leading Brands in the US

Case studies of companies who have responded to market fluctuations and consumers' heightened health awareness by launching new versions of their products or changing their product ingredients and advertising messages.

5. Examples of Product Innovation intended to deal with the health trend.

6. Conclusion:

Summary of key trends, the most interesting solutions and forecasts for future directions.

Each of the 7 case studies presented included the following elements:

- Company background
- Brands and products
- Marketing strategy and positioning
- Campaigns and targeted marketing activities
- Health: how can you “health-ify” the product and the message?