



BrandSpark announces winners of 10th annual BNPs

Consumer study shows continued enthusiasm for new products

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Toronto, Ont. – BrandSpark International has released the results of its 2013 BrandSpark Canadian Shopper Study, as well as the winners of the 10th annual Best New Product Awards (BNPs).

The BrandSpark Canadian Shopper Study surveyed 102,980 Canadians in late 2012 on their everyday shopping habits, as well as their attitudes toward the economy, the environment, food and nutrition, health and beauty habits, media habits and new technology.

New means improved products

According to the findings, consumers are interested in new products and innovation. Sixty-seven per cent of respondents say they would be willing to pay more for a new product they considered better than products currently on the market. And 64 per cent of consumers say they believe new really does mean “improved” when it comes to health products, while 57 per cent say the same for food and beverage products.

Respondents also showed no great preference when it came to purchasing private-label brands, with 90 per cent having bought store labels in the past year. In addition, more than 60 per cent of consumers say they believe private-label products offer good value for the money. Respondents are the most confident in store brands in the food and beverage category, with more than 50 per cent of respondents saying they regularly purchase private-label dry food, frozen vegetables and bottled water.

In terms of health, the study showed that Canadians still have some way to go to bridge the nutrition gap. For instance, more than 80 per cent of respondents say they believe proper food and nutrition can prevent illness, and 73 per cent report that they are making changes in their lifestyles to try to be healthier. Yet only 22 per cent of consumers say they feel they’re succeeding in following daily caloric intake recommendations, while just 25 per cent say they are meeting their daily recommended intake of fat, protein, fibre and carbohydrates.

Food and beverage winners

The study, compiled in collaboration with the Wilfrid Laurier School of Business & Economics, is used to compile the list of BNPA winners. This year 216 products across 70 categories of consumer packaged goods made the cut.

Winners in the food and beverage category were:

- Duncan Hines Apple Caramel Cake Mix
- Special K Low Fat Granola
- SKOR Minis
- Nestlé Drumstick – Bigger Nugget
- Minute Maid Real Fruit Beverage
- Special K Crisps
- Wheat Thins – Sweet Potato
- Smuckers Double Fruit Simple Blends
- Bud Light Lime Mojito
- Kraft Habanero Shredded Cheese
- Almond Fresh Coconut
- High Liner Flame Savours
- Schneiders Country Naturals Mild Tuscan Countryside Sausages
- Bacardi Breezer Spritzer Rum Coolers
- Philadelphia Cooking Crème
- Astro Zero SuperBerry Yogurt
- Dempster's Smooth Multigrains Baked with 16 Whole Grains
- Folgers Gourmet Selections K-Cup Packs
- MiO Liquid Water Enhancer
- Ristorante Pepperoni Pesto
- Aylmer Accents Cracked Black Pepper and Roasted Garlic
- Hidden Valley Ranch Cheese Salad Dressing
- Catelli Smart Side Dishes
- IÓGO Greko

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