

***** For Immediate Release *****

Winners of BrandSpark International's 2017 Best New Product Awards announced from a survey of 20,000 Canadians

Toronto (March 20, 2017) – Today BrandSpark International announced the results of their fourteenth annual Best New Product Awards (BNPA) where more than 20,000 Canadians voted on the latest and greatest new health and beauty, food and beverage and household products in 50 different categories. BrandSpark also surveyed Canadians about their shopping habits for everyday consumer packaged goods (CPG) products. A complete list of BNPA winners follows. More information about the Best New Product Awards can be found at www.BestNewProductAwards.biz.



“Over the past fourteen years, Canadian shoppers have informed us via the BrandSpark Canadian Shopper Study that the Best New Product Awards has become the most credible and influential CPG awards program,” said Robert Levy president of BrandSpark International and founder of the BNPAs. “With thousands of new products launched into the marketplace every year and many new ways to buy products including e-commerce sites, consumers are looking for ways to identify which products are really the best and deserving of their dollars.”

Peer reviews are the new word of mouth helping Canadians make better purchase decisions

“Our data informs us that one of the biggest growing consumer trends is peer reviews,” added Levy, “and 80 per cent of Canadians also trust independent consumer voted awards like the Best New Product Awards. Together these help consumers navigate the new product jungle.”

Six in ten Canadians regularly search for reviews and four in five Canadians will share their experiences in conversations while one quarter of Canadians regularly share their experiences on review web sites. Interestingly 70 per cent of women and 60 per cent of men report that they are likely to choose a product that is recommended by other consumers.

One in every two shoppers regularly check online ratings when referencing reviews, reading both positive and negative reviews in detail. “What we’re starting to notice is a small increase in the way reviews are consumed, with 70 per cent of shoppers still preferring written reviews and five per cent of Canadians preferring video reviews. Men were twice as likely to prefer video reviews versus women, while surprisingly preference did not change with age,” added Levy.

Canadians embrace innovation; women more so than men

“Our data informs us that Canadians embrace innovation with 75 per cent of Canadians stating that they like trying new products,” said Levy, “this number has remained relatively steady year over year.” In fact, one in two Canadians say they actively look for new or innovative products when shopping. The Study reports that women are better at seeking out innovation versus men. “Men particularly have trouble keeping up with all the new products in store with 60 per cent having difficulty in determining what’s new and best versus only 40 per cent of women.”

Innovation that continues to resonate with Canadians includes natural food products. The claim “no artificial sweeteners” is considered “very important” by almost one in two shoppers, even though the vast majority are concerned about their sugar intake. Other “very important” claims for Canadians included: “antibiotic free” and “hormone free” by more than four in ten shoppers; yet just one in four shoppers regularly include some organic products in their grocery cart.

With beauty and personal care, Canadians continue to seek products that will be “gentle on skin,” which was reported as “very important” for one in two shoppers, whether it be natural, organic or otherwise. With a complex array of ingredients, more mass beauty shoppers rely on simple claims including: “hypo-allergenic,” “unscented,” and providing “SPF or UV protection.” “Our research informs us that vitamin E and aloe remain the skin care ingredients recognized by the most shoppers,” added Levy, “while ingredients trending up include hyaluronic acid, collagen, and ‘essential oils’ including argan oil.”

Canadians’ household economics are split with half living comfortably and half struggling

Canadian consumer confidence is split, with four in ten shoppers saying they are financially comfortable, and just as many saying they usually live pay cheque to pay cheque. A majority say they are foregoing or delaying some consumer purchases to balance expenses, with one in three citing dining out and the same proportion citing salon or beauty treatments. “This frugality may be an opportunity for innovation from home food product manufacturers or mass beauty brands,” added Levy. “In fact, over 50 per cent of shoppers think that personal care and beauty products from mass market brands are just as effective as those from prestige brands.”

2017 Best New Product Award Winners

HEALTH & BEAUTY CATEGORIES	PRODUCT
Baby & Toddler Care	Aveeno Baby Eczema Care Nighttime Balm
Body Moisturizer/Lotion	Jergens Moisturizer for Wet Skin
Conditioner	Pantene Moisture Renewal 3 Minute Miracle Deep Conditioner
Eye Liner & Eyebrow Pencil	L'Oréal Paris Brow Stylist Define Pencil
Facial Cleanser	Garnier Skin Active Micellar Water
Facial Moisturizer with SPF	Aveeno Absolutely Ageless Daily Moisturizer SPF 30
Facial Skincare	L'Oréal Paris Pure Clay Mask
Foundation	L'Oréal Paris Infallible Pro-Glow Foundation
Hair Colour	Schwarzkopf Keratin Colour Intense Cocoa 4.6
Hair Removal	Veet Silk & Fresh Technology Hair Removal Cream
Hairspray	Pantene Airspray Hairspray
Lip Colour	Burt's Bees Lipstick
Mascara/Primer	L'Oréal Paris Voluminous Primer
Men's Antiperspirant	Old Spice Odor Blocker Antiperspirant
Men's Hair Styling	L'Oréal Paris Men Expert Sculpting Paste
Men's Razor	Gillette Fusion ProShield Razor
Shampoo	L'Oréal Paris Extraordinary Clay Shampoo
Toothbrush (Over \$9)	Colgate Sensitive Pro-Relief Toothbrush + Built-In Sensitivity Relief Pen
Toothpaste	Colgate Max Fresh KnockOut
Vitamin/Supplement	Jamieson Omega's with No Fishy Aftertaste
Women's Incontinence	Depend Night Defense Underwear for Women
FOOD & BEVERAGE CATEGORIES	PRODUCT
Baking	Duncan Hines Salted Caramel Brownie Mix
Bread/Wrap	Country Harvest Canadian Rustic Bean
Butter/Margarine	Becel Original with Simple Ingredients
Cheese	Black Diamond Natural Cheese Sticks - Marble
Chocolate Bar	Brookside Dark Chocolate Tablet Bars
Chocolate Snack	Mars Bites
Coffee	NESCAFÉ Sweet & Creamy
Crackers	Twistos Garden Dill and Cream Cheese Baked Snack Crackers

Drink Carbonation System	SodaStream Power Sparkling Water Maker
Frozen Dessert	Chapman's Yukon Moose Sandwich
Frozen Entrée	High Liner Marinated Portions
Frozen Pizza	Dr. Oetker Giuseppe Rising Crust Canadian Pizza
Limited Edition Seasonal Chocolate	TURTLES Limited Edition Assorted 4 Flavours Box 67g
Meat Snack	Piller's Salami Whips
Packaged Meat	Maple Leaf Canadian Craft
Pasta	Catelli SuperGreens Pasta
Protein Bar	Genuine Health Fermented Vegan Proteins+ Bars - Lemon Coconut and Dark Chocolate Almond
Snack Bar	Special K Nourish Cranberries & Almonds Bar
Spread/Dip	Sabra Hummus Spreads
Yogourt	Liberté Caramelized Pineapple & Pecans
HOUSEHOLD CATEGORIES	PRODUCT
Air Care	Renuzit Sensitive Scents - Pure Ocean Breeze
Baby & Toddler Care	Aveeno Baby Eczema Care Nighttime Balm
Bathroom Cleaning	Vim Power & Shine Bathroom Spray
Cat Litter	Arm & Hammer Clump & Seal LightWeight Cat Litter
Dish Soap	Palmolive Fusion Clean Baking Soda & Lime
Dog Food/Treat	Milk-Bone Good Morning Daily Vitamin Treats
Household Paper	SpongeTowels Ultra Strong Minis
Laundry Stain Remover	OxiClean MaxForce Laundry Foam Pre-treater
Liquid Laundry Detergent	Purex OXI Plus
Single Dose Laundry Detergent	Tide PODS Plus Febreze Odor Defense

About BrandSpark International

BrandSpark International is a leading marketing research company that also services brands looking to launch new products and stand out in the competitive marketplace. With deep expertise in consumer packaged goods (CPG), BrandSpark understands the insights and content that brands need to launch and support new products. BrandSpark has developed leading consumer-voted awards programs that help Canadian shoppers make smarter choices every day: Best New Product Awards and BrandSpark Most Trusted Awards (www.BrandSparkMostTrusted.com). CPG brands are also leveraging BrandSpark's new product engagement platform, Shopper Army (www.ShopperArmy.com), to generate new product reviews, certified claims and the key insights needed to support products in market. For more information, visit www.BrandSpark.com.