



2016 Best New Product Award winners announced from survey of 39,000 Canadians by market research firm BrandSpark International

Toronto, ON (March 2, 2016) – Results of the thirteenth annual BrandSpark Canadian Shopper Study are now available. This Study is the comprehensive source of insights about Canadian shopping habits for everyday consumer packaged goods (CPGs). More than 39,000 Canadians participated the Study and the results are used to determine the winners of the 100% consumer-voted Best New Product Awards (BNPAs). The 2016 survey had more than 217 entries and 71 winning products across multiple categories.

“The sheer number of new products that appear on store shelves each year can be overwhelming,” said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPAs. “For the thirteenth consecutive year, the Best New Product Awards and companion BrandSpark Canadian Shopper Study distinguish the products that are truly innovative. The Awards Program and the Study provide manufacturers with important insights about what Canadians look for while they shop.”

In addition to determining the winning products, the BrandSpark Canadian Shopper Study uncovers what is on the minds of Canadian shoppers. Highlights from this year’s survey include:

Canadians embrace innovation and are willing to pay for new products that deliver results

“We’ve seen Canadians’ interest in new products remain strong through economic ups and downs, with 75% embracing innovation,” said Levy. This trend extends to consumer wallets, with 67% stating they will pay “a little more” for a new product that truly appears to be improved. “Brands need to clearly show shoppers the benefit of their incremental innovations. Shoppers only report purchasing a new product for the first time on 13% of their shopping trips, so new products need to stand out.”

Canadians split on household shopping trips: 52% enjoy them while 46% prefer fewer trips

More Canadians enjoy household shopping than not, with 52% of shoppers saying that hunting for deals makes the trip fun. Fifty-six per cent regularly shop multiple stores to get the best prices, a proportion that has decreased modestly with the rise of price matching. Just 33% of shoppers say that the convenience of one-stop shopping is more appealing than the lowest prices. “With 46% of Canadians saying they would be happy making fewer trips to the store, we anticipate ecommerce shopping to rise in the future,” added Levy.

“Natural” over-the-counter health products resonate with 53% of Canadians

“Price is not always the only factor for over-the-counter health products,” said Levy, “55% of Canadians agree that they will often spend a lot more for health products they know work.”

Over-the-counter health products advertised as “natural” also resonate with shoppers, with 53% saying they try to find natural products, as long as they do not compromise on efficacy. “Despite the fact that 70% of Canadians think that natural claims, which are not regulated like organic claims, are often exaggerated, the promise of more natural products remains broadly appealing,” added Levy.

Canadian shoppers believe in organic food products but aren’t willing to pay for them

Thirty-six per cent of Canadians are convinced that organic food products are healthier, even though only 23% regularly buy them. Sixty per cent of Canadians stated they would buy more organic food products if they were less expensive.

Canadians also report that environmental benefits were also important for organic food products, with 42% agreeing that organic products are better for the environment; however, this benefit doesn't command the same premium price with only 33% of shoppers willing to pay more for environmentally friendly products.

Brand loyalty is on the decline as Canadians become "deal hunters"

Forty-five per cent of Canadians say they are not as brand loyal as they were a few years ago; an increase from 33% in 2014. "This decrease in brand loyalty is interesting," added Levy. "It appears to be driven in part by rising food prices and the low dollar, as we're seeing promotions drive product switching more than ever." Seventy-five per cent of shoppers report checking print flyers each week, trying to find low price promotions. Still behind print flyers, digital flyer usage is on the rise, with 40% of household shoppers looking to them each week.

50% of Canadians believe that mass-market beauty brands are as effective as prestige brands

"We've seen a shift in thinking about beauty product efficacy," added Levy. "Fifty-three per cent of shoppers believe that ongoing research and development is leading to more effective beauty products, and they don't just think these come from prestige brands. Fifty per cent of shoppers believe that it is possible to get the same effect from mass market brands."

2016 Best New Product Award Winners

HEALTH AND BEAUTY	
CATEGORY	PRODUCT
Adult Toothbrush	Reach Complete Care Triple Angle Pro Toothbrush
Body Cream	Aveeno Daily Moisturizing Lotion Sheer Hydration
Body Wash	Dove Purely Pampering Shea Body Wash
Condom	Trojan Studded Bareskin Lubricated Condom
Face Mask	Freeman Charcoal & Black Sugar Mud Mask
Face Oil	Palmer's Cocoa Butter Formula Eventone Tone Correcting Face Oil
Facial Cleanser	Bioré Deep Pore Charcoal Cleanser
Facial Cleansing Wipes	Burt's Bees Facial Cleansing Towelettes - Pink Grapefruit
Facial Moisturizer	Neutrogena Hydro Boost Gel Cream
Foot Care	Amopé Pedi Perfect Electronic Foot File with Diamond Crystals
Foundation	Revlon Photoready Insta-Fix Makeup
Hair Colour	Vidal Sassoon Salonist Hair Colour
Hair Oil/Serum	Nexus Humectress Encapsulate Serum
Hair Removal	Veet Natural Inspirations Hair Removal Cream
Hair Styling	John Frieda Beach Blonde Sea Waves Salt Spray
Hair Treatment	John Frieda Luxurious Volume 7 Day Volume In-Shower Treatment
Lip Colour	Burt's Bees Lip Crayon
Mascara	CoverGirl Full Lash Bloom Mascara by LashBlast
Men's Antiperspirant/Deodorant	Gillette Power Beads Power Rush Antiperspirant/Deodorant
Men's Facial Care	Dove Men+Care Deep Clean + Face Scrub
Personal Lubricant	Trojan Lubricants H2O Closer
Prenatal Supplement/Multivitamin	Centrum Prenatal + DHA Now Easy to Swallow
Shampoo & Conditioner	Head & Shoulders Full & Strong Shampoo
Sleep Aid	Vitafusion SleepWell

Toothpaste	Crest Complete whitening + Scope Minty Fresh
Topical Analgesic	Rub A535 Night Time Balm
Upset Stomach Relief/Anti-nauseant	TUMS Chewies Orange Rush
Vitamins	Vitafusion Men's and Women's MultiVitamin Gummies
Women's Antiperspirant/Deodorant	Dove Dry Spray Antiperspirant
Women's Razor	Gillette Venus Swirl Razor

FOOD AND BEVERAGE	
CATEGORY	PRODUCT
Alcoholic Cider	Strongbow Apple Ciders Gold
Asian Sauce and Seasoning	Lee Kum Kee Oyster Sauce
Baking Mix	Duncan Hines Strawberry Flavoured Cupcake Mix
Bread	Villaggio Toscana Extra Soft Buns
Candy	Werther's Original Soft Crème Caramels
Canned Food	Unico No Salt Added Red Kidney Beans
Cereal	Nature's Path Sunrise Crunchy Cinnamon Cereal
Cheese	Laughing Cow White Cheddar
Chocolate Snack	Twix Bites
Condiment	Farmer's Garden by Vlasic
Cooking Spray	Bertolli 100% Extra Light Tasting Olive Oil Spray
Cottage Cheese	Dairyland Cottage Cheese combo
Drink Carbonation System	Soda Stream Source
Fresh Packaged Meat	Maple Lodge Naturally From The Farm Chicken Bacon Style Hickory
Frozen Meal	Marie Callender's Three Meat Lasagna
Frozen Pizza	Casa di Mama Bacon
Frozen Treat	Magnum Double Peanut Butter
Ice Cream	Chapman's Premium Maple Walnut Ice Cream
Juices & Drinks	Simply Orange with Coconut Water
Mexican Food	Old El Paso Tortilla Bowl
Pasta	Catelli Healthy Harvest Ancient Grains Pasta
Radler	Stiegl Grapefruit Radler
Ready-to-Eat Packaged Meat	Deli Naturally!
Savoury Snack	Triscuit Balsamic and Basil
Snack Bar	Nature Valley Nut & Seed Crisps
Spread/Dip	Philadelphia Jalapeno Cream Cheese
Sweet Spread	Philadelphia Cinnamon Cream Cheese
Tea	Pure Leaf Real Brewed Tea
Tomato Sauce	Hunt's 'Reseal & Reuse' Tomato Sauce with No Salt Added
Yogourt	Astro Athentikos Greek Yogurt

HOUSEHOLD CARE	
CATEGORY	PRODUCT
Cat Litter	Tidy Cats Lightweight Litter
Dog Food & Treat	Milk Bone Brushing Chews
Fabric Care	Resolve Gold Oxi-Action Laundry Stain Remover
Food Storage	Pyrex 4-Lock Food Storage Containers
Household Cleaning	Scrubbing Bubbles Mega Shower Foamer with Ultra Cling
Household Paper	Charmin Ultra Soft
Liquid Laundry Detergent	Purex PowerShot Detergent
Toilet Bowl Cleaner	Scrubbing Bubbles One Step Toilet Bowl Cleaner

KIDS	
CATEGORY	PRODUCT
Kids Oral Care	Spinbrush Kids My Little Pony Battery Toothbrush
Kids Snack	Bear Paws Dipped
Kids Yogurt	Minions Minigo Drinkable Yogurt

About the 2016 BrandSpark Canadian Shopper Study

The 2016 BrandSpark Canadian Shopper Study is one of Canada’s most comprehensive shopper trends and behaviour surveys, now in its’ thirteenth year. More than 39,000 respondents contributed with data weighted to a national profile of shoppers. The BrandSpark Shopper Study was also conducted in the United States for the eighth year.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. 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 (www.CanadianLiving.com/BNPA) and BrandSpark Most Trusted Awards (www.BrandSparkMostTrusted.com). CPG brands are also leveraging BrandSpark’s new shopper engagement platform, Shopper Army, to generate new product reviews, certified claims, and the key insights needed to support products in market. For more information, visit www.BrandSpark.com.

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