

Captivating Connections.

an assortment of thoughts, findings, & other fun stuff regarding media (emerging and not so much), tech, consumer trends + insights, and culture at large, brought to you by Whitney Fishman, creator of the Consumer Intelligence Consultancy (CIC).

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what was your favorite new product of 2011?

There's so many products launching every year sometimes it's difficult to keep track. However, like anything in life, the best tend to rise to the top.

According to the 2012 Best New Product Awards (BNPAs), "Mr. Clean Magic Eraser Bath Scrubber with Febreze won best overall product launch, as well as its category, household products. Sargento Natural Blends Cheddar-Mozzarella Cheese Snacks won for best launch within food and beverages, and Natural Johnson's Natural Kids 3-in-1 Shampoo, Conditioner & Body Wash won best within the health and beauty category"

See the full list [here](#).

What was really interesting was the look at consumer behaviors and attitudes towards the product categories they voted on. For example:

Food/beverage insights:

- Five in 10 -- in other words, half -- of adult shoppers consider themselves to be overweight. The same proportion say they are trying to reduce carbs in their diet, while seven in 10 are trying to reduce the amount of fat they consume.
- 86% continue to believe there's a lot they can do with food and nutrition to prevent illness, and 65% say they are trying to reduce the risk of major health issues with their food choices (up from 62% a year ago).

Health/beauty:

- Only 25% of shoppers have been under the care of a dermatologist in the past five years.
- However, five in 10 feel that they have sensitive skin and look for appropriate products. The ingredients shoppers avoid most in skin care products are ammonia, peroxides and alcohol.
- Trust in the product can be built through dermatologists' recommendations, brand-name equity and consumer research that backs up product claims. 81% consider it extremely important that their beauty/grooming products are from a trusted brand, and 60% consider it extremely important that products are tested by dermatologists. Consumer research is trusted by 70% to 80% of shoppers, depending on the medium.

Private-label:

- More than nine in 10 shoppers have purchased private-label products in the past year.
- Seven in 10 shoppers have purchased private-label over-the-counter health products, up from just under six in 10 last year, making it the strongest category for private-label brands outside of food.
- National beverage brands are faring better than food brands. While nine in 10 shoppers have purchased private-label food products, less than half recall purchasing private-label beverages.

Environment:

- Just four in 10 shoppers are willing to pay more for environmentally friendly products, but more than eight in 10 appreciate it when the manufacturer bears the burden of producing environmentally friendly packaging.

What were your favorite product launches of 2011?

Posted at 10:42 AM in [Business](#), [Consumer Packaged Goods \(CPG\)](#), [Consumers](#), [Culture & Lifestyle](#), [Food and Drink](#),

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