

Global overview of Blackcurrant product innovations and market trend

Beatrice de Reynal
June 2018



NUTRI
MARKETING

The logo features the word "NUTRI" in a bold, blocky font where each letter is a different color (purple, teal, yellow, green, blue, pink). The word "MARKETING" is in a thin, white, sans-serif font below it. Above "NUTRI" are five short, white, slanted lines. To the right of "NUTRI" is a small cluster of colorful triangles.

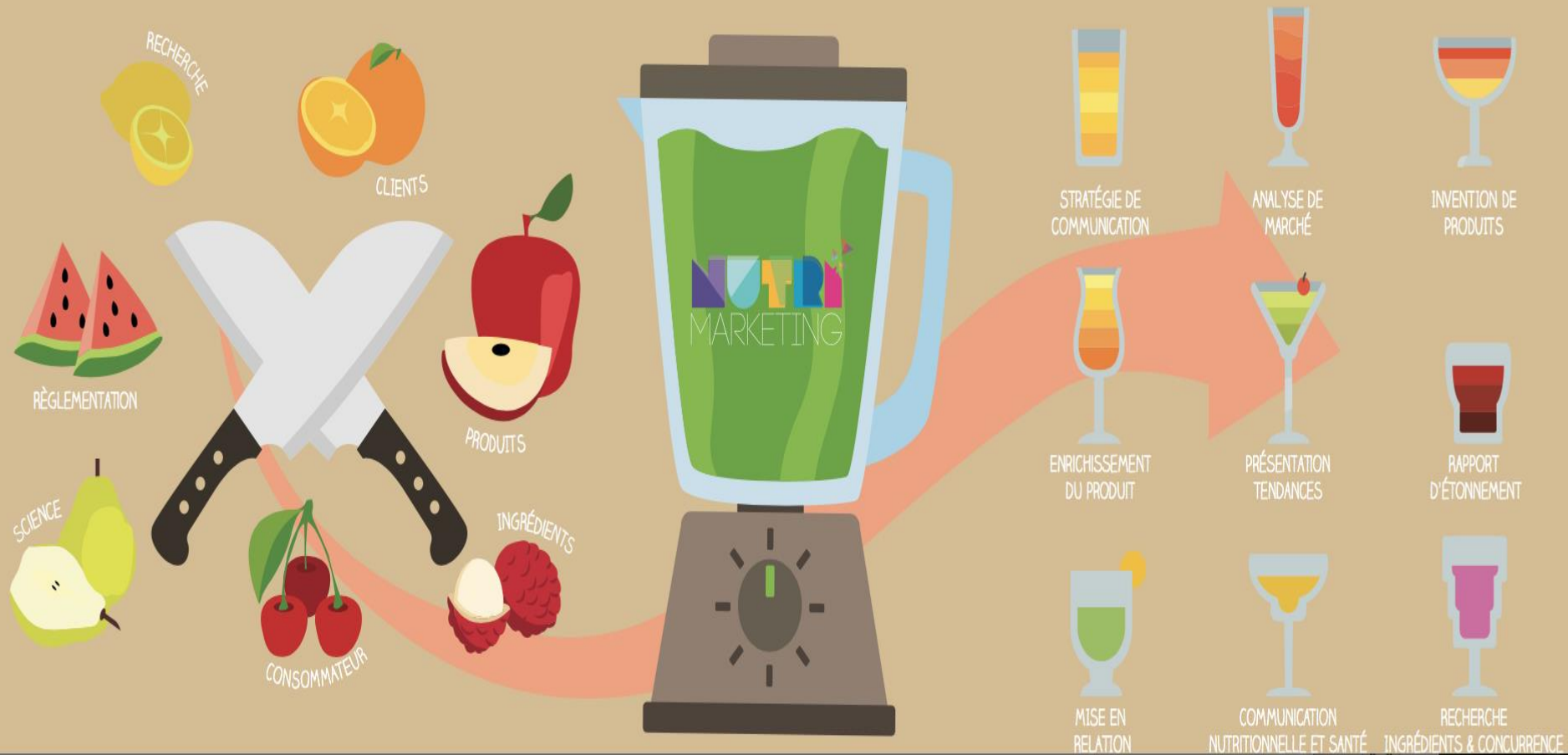


en
INFOGRAFRUIT

The logo features the word "en" in a white, sans-serif font, flanked by two horizontal white lines. Below "en" is the word "INFOGRAFRUIT" in a white, sans-serif font. Above "en" is a small yellow apple icon with a green leaf. Below "INFOGRAFRUIT" are five short, white, slanted lines.

Who we are ?

An Agency specialized in food innovation & nutritional communication



Expert Innovation & Communication Nutrition, health, wellbeing

Sourcing

- We are working with Innova Database which :
 - Collects 250,000 new products each year
 - Covers more than 80 countries



INNOVA MARKET INSIGHTS

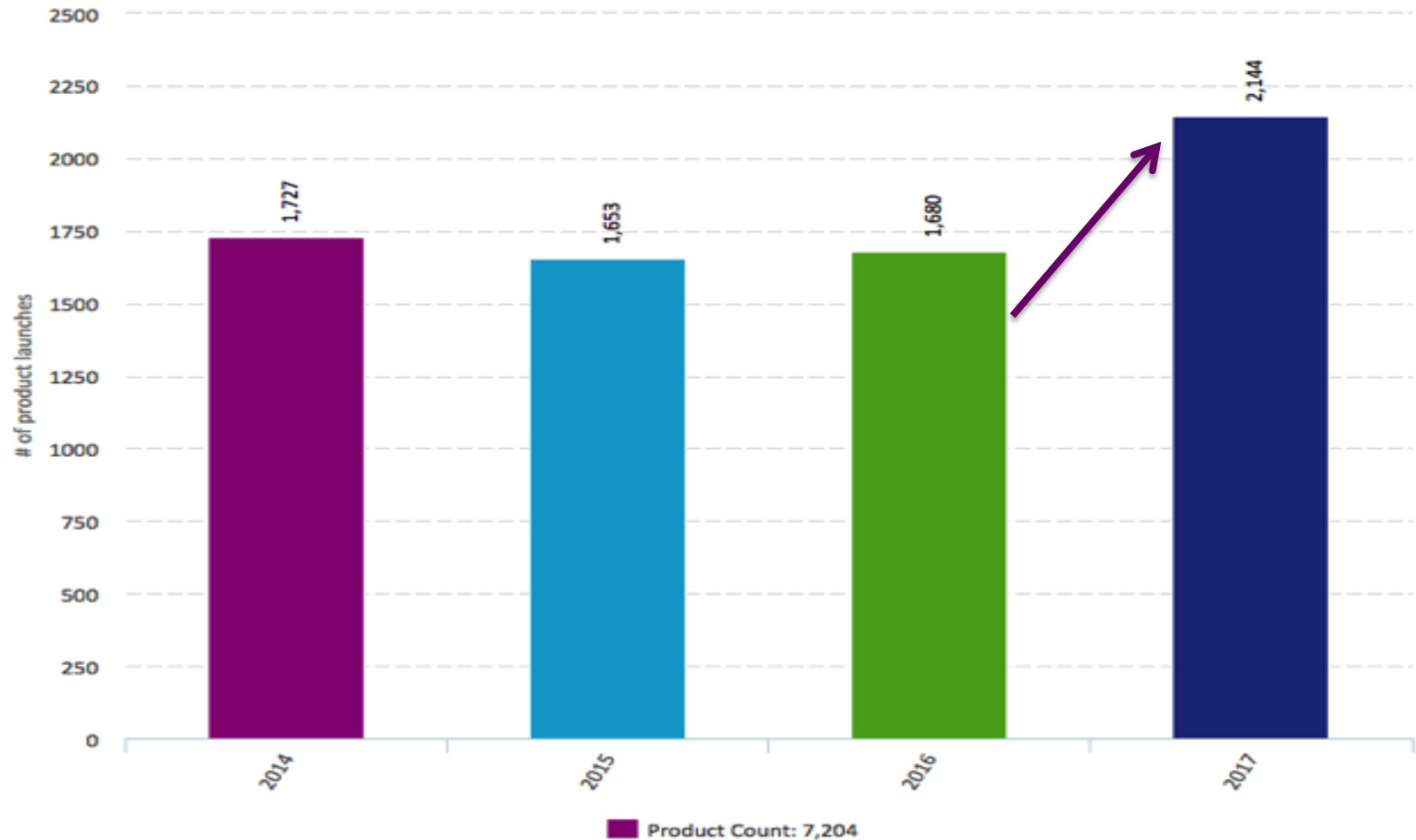
Methodology

- « Blackcurrent » word in all food category, in all the world cover by Innova Database
- Since 2014



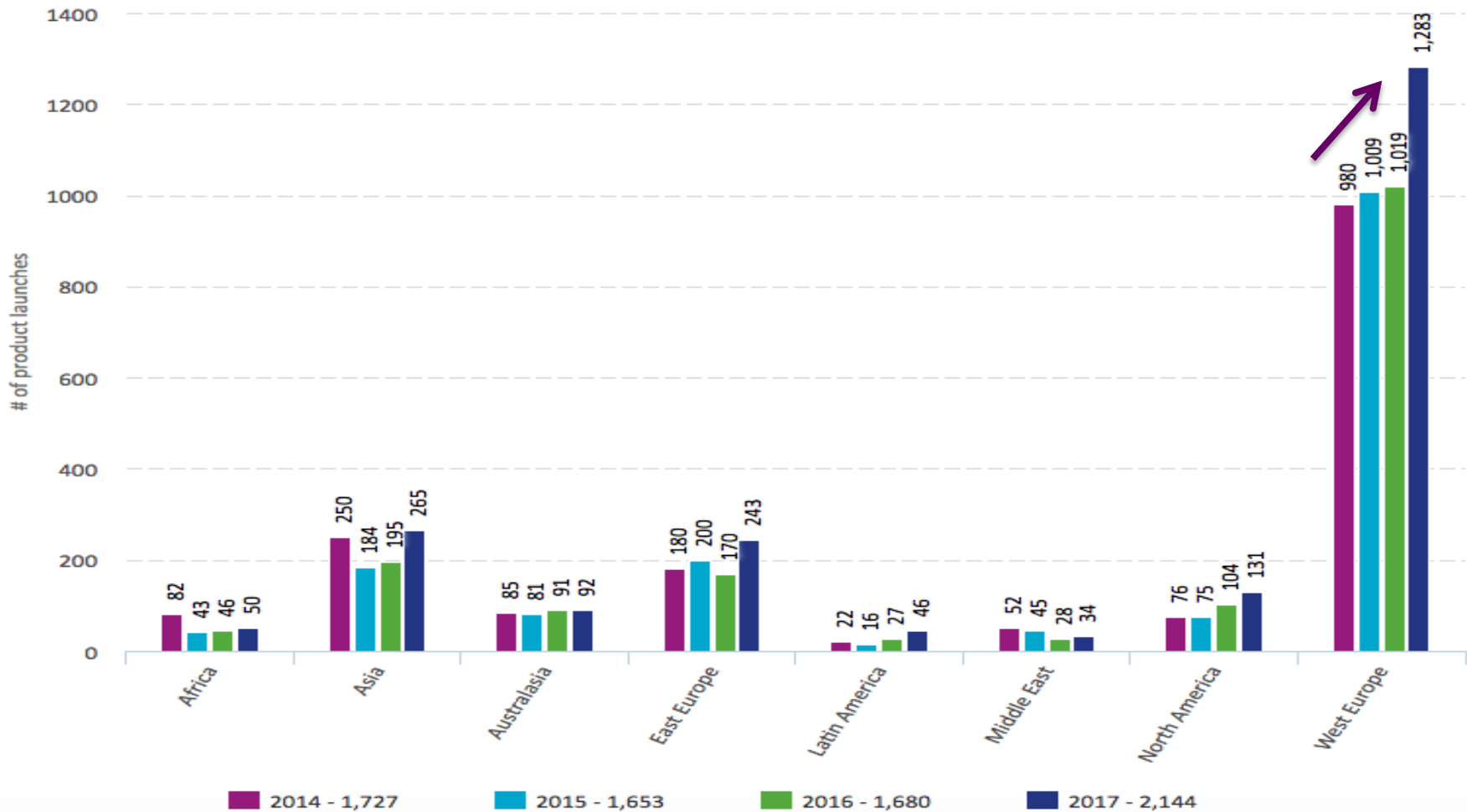
INNOVA MARKET INSIGHTS

A growth of +27 % in 2017



Global launches of product with blackcurrant between 2014 and 2017

Western Europe (+ 26 %) dominates the market

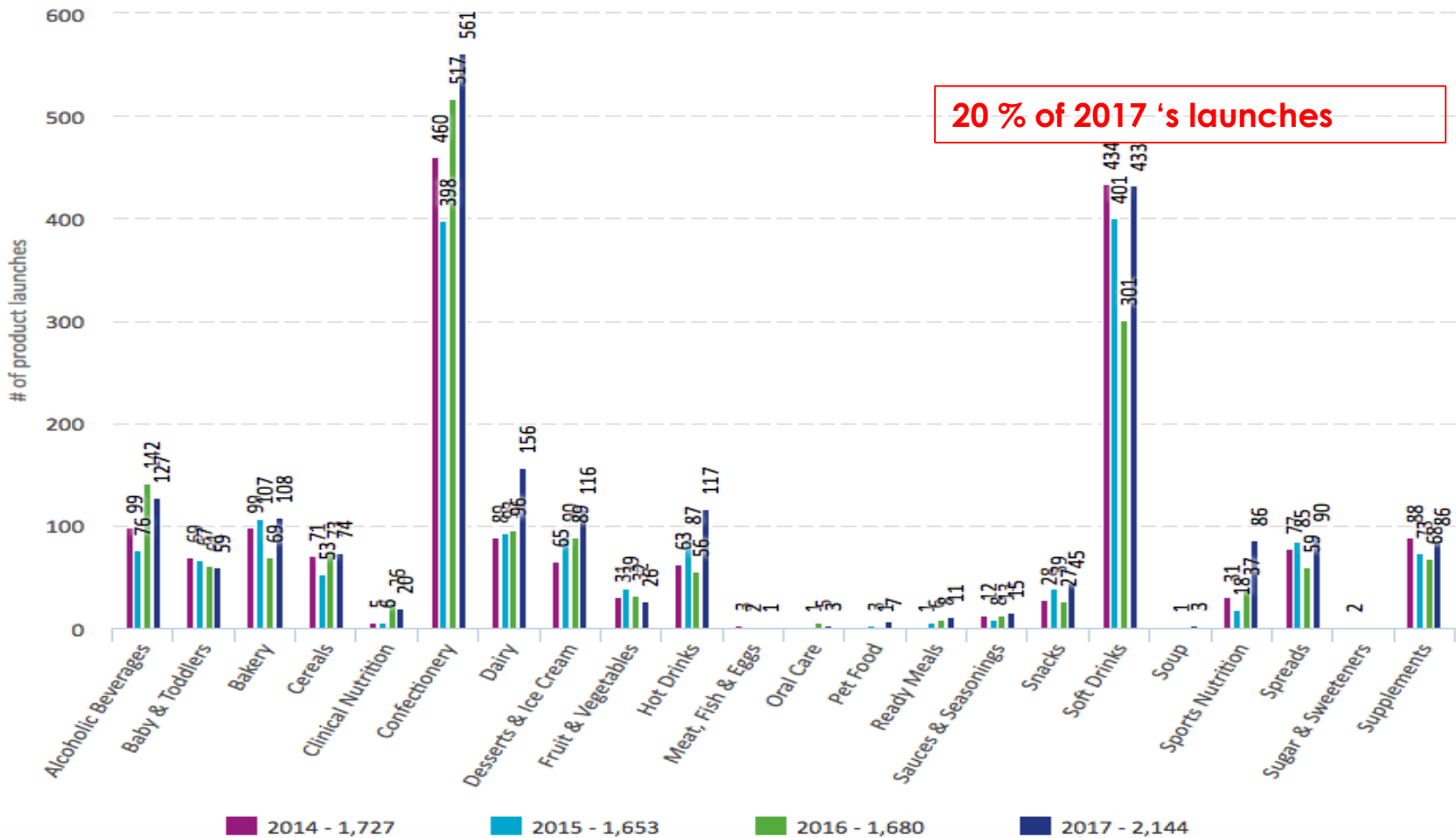


Global launches of product with blackcurrant between 2014 and 2017 by regions

Confectionery & soft drinks are the main markets

26 % of 2017 's launches

20 % of 2017 's launches



Global launches of product with blackcurrant between 2014 and 2017 by market categories

85% of products are sold at room temperature

- UK = 17% of total launches
- Germany : 11.6%
- France : 8 %
- Gummies and juices are the main markets

Top 5 Shelving

<u>Ambient</u>	6,155 <input type="checkbox"/>
<u>Fridge</u>	761 <input type="checkbox"/>
<u>Freezer</u>	287 <input type="checkbox"/>

SAVE TO CART



Top 5 Country

<u>United Kingdom</u>	1,232 <input type="checkbox"/>
<u>Germany</u>	836 <input type="checkbox"/>
<u>France</u>	574 <input type="checkbox"/>
<u>Netherlands</u>	328 <input type="checkbox"/>
<u>United States</u>	312 <input type="checkbox"/>

SAVE TO CART



Top 5 Market Subcategory

<u>Gummies/Jellies</u>	1,098 <input type="checkbox"/>
<u>Juice & Juice Drinks</u>	942 <input type="checkbox"/>
<u>Drink Concentrates & Mixes</u>	321 <input type="checkbox"/>
<u>Sweet Spreads</u>	308 <input type="checkbox"/>
<u>Tea</u>	304 <input type="checkbox"/>

SAVE TO CART



Cheesecake inspiration



Waitrose (UK)
Mascarpone ice cream with
blackcurrant sorbet



Waitrose (UK)
blackcurrant cheesecake



M&S (UK)
Blackcurrant sorbet in a
cheese cake style

Confectionery



Wick (Germany)
mint flavored cough
candies filled with
blackcurrant juice
concentrate and
menthol,



Fozzy group
(Ukraine)
Blackcurrant
flavored
marshmallow



Hema (Belgium)
Blackcurrant fruit
candy with 97 %
fruit (6 %
blackcurrant)

Organic

- The global organic market is growing



Alnatura (Suisse)
Organic berry smoothie



Hipp (Austria)
Organic fruit (blueberry, aronia,
blackcurrant and apple) puree

Energy



Apurna (France)
Energy gel based on guarana
and blackcurrant



Myprotein (Austria)
Energy Plus
Caffeine Elite Gel with
blackcurrant flavor

Vitamin C & antioxidant properties

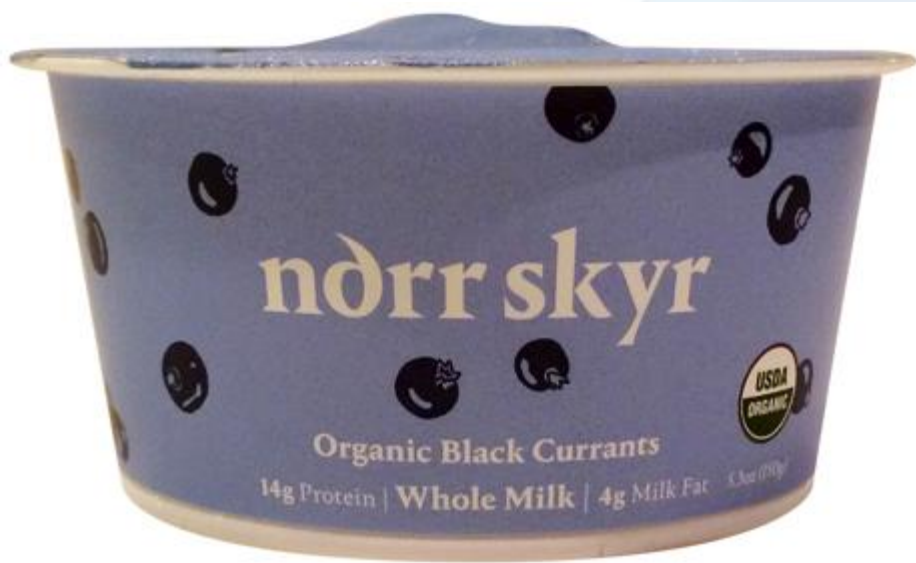


Tropicana (Italy)
Grape, blackcurrant and cranberry juice
drink with antioxidant. Source of vitamin C



Hollinger (Austria)
Directly pressed
organic blackcurrant
nectar
250ml = 50 % RDA Vit. C₁₄

Skyr (high protein Icelandic yogurt)



The new Nordic dairy (USA)
Organic blackcurrant Skyr



Milram (Germany)
Mixed berry Skyr drink

New sensory experiences



Topcake (Vietnam)
chocolate candies with perfect
jelly flavors (blackcurrant and
mango)



Delisana (Poland)
Sponge cakes with
blackcurrant jelly filling and white
chocolate coating



Nopri (Estonia)
Mint and blackcurrant
flavored yogurt drink.

New sensory experience



Lindt (Germany)
Fine dark chocolate with creamy-melting dark chocolate mousse (26%) and blackcurrant (18%) filling



Smaak (Germany)
Cassis Secco wine



Rochdale (New-zealand)
Cider with three berries

Healthy Snacking



Healthy People (Poland)
Fruit and peanut mix (15 %
blackcurrant). rich in vitamin C,
magnesium, phosphorus and fiber
and source of vitamin E and zinc.



Walmart (China)
Dried blackcurrant

Healthy Snacking



Darbo (Austria)
Fruit snack with blackcurrant and
oat

Traditional



Mrs Bridges (UK)
Blueberry & blackcurrant preserve



Toupargel (France)
Blackcurrant sorbet



Gryszczeniowka (Poland)
Blackcurrant syrup

Soft drinks



Capri-Sun (UK)
Blackcurrant juice



My Protein(Taiwan)
Apple & Blackcurrant
flavored protein water



Lidl (Germany)
Multi berry super
smoothie

Plant-based alternatives



Harvest Moon (Belgium)
Cogurt with bluebrry
and blackcurrant



SojaSun (France)
Blueberry and
blackcurrant flavored soy
drink

Tea



Budha Leaf (Canada)

Description Antioxidant rich green tea is boosted with powerful super fruits.

Blueberries, blackcurrants and strawberries give this cleansing and delicious tonic its delightful punch.



Ahmad tea (UK)

Black tea simply bursting with the fresh taste of blackcurrants

Dairy products



Lactalis (Germany)
Lactose-free cream cheese
preparation with blackcurrant-
pomegranate-flaxseed preparation



Tesco (UK)
Six trays of stabilized low fat yogurt
bursting with real blackcurrant (2x),
rhubarb (2x) and gooseberry pieces
(2x).

Go for blackcurrant

How to prepare blackcurrant products?

- **Asiros (Danemark) proposes BerryShield™ Optimized Berry stabilized Powders**, with a broad **polyphenol profile** and uniquely improved taste, colour and nutritional content.
- **MitoActive™ and MitoBeauty™ for Energy and Skin Regeneration** are based on selected cultivars of redcurrant and blackcurrant containing the patented Ribetril™ A improving mitochondrial function in the body.
- **De Wit (NL) : Speciality Oils manufactures and distributes Blackcurrant Oil**
- **Iprona (Italie) proposes BerryPharma®**, polyphenol fruit extracts produced from blackcurrant. The health benefits of our active ingredients are **clinically validated** through scientific research and clinical studies

Go for blackcurrant

- Biocosmethic proposes **Refined Blackcurrant Seed Oil** of “Ribes Nigrum”. Some traditional uses include tea from the leaves used to ease sore throat pain and using the berries of the shrub to make a cold drink. Topical application of **blackcurrant** oil supplements the deficit of essential fatty acids, which can have as a consequence the reduction of hydrous capacity of skin barrier.
- Lipoid Kosmetik launches **Blackcurrant leaves Herbasol®** Extract from Ribes nigrum L., Grossulariaceae. Activity-proven extract belonging to the Herbasol® Pro line. This product offers antibacterial, antioxidant, and skin regeneration properties for general skin care, sensitive/dry skin, and general hair care applications.
- Laboratoires Prod'Hyg produces an energizing serum. **ProdhyGem® O2**, a hydroglycerinated extract of French **blackcurrant** bud cells which has beneficial action on the skin, such as oxygenation and energization.
- Lucas Meyer offers a red berries in this rinse-off body exfoliant effect of **blackcurrant** with a so-gourmand yogurt texture provided by 15% shea butter emulsified with Lecigel™.
- Solabia Group proposes **Seboxyl®**, an organic press juice stabilized with vegetable glycerin, obtained from **leaves of blackcurrant**(Ribes nigrum)

Conclusion

- The number of products with blackcurrant is growing, especially in Western Europe (UK, Germany, France)
- Blackcurrant is not only part of traditional products but also in trendy ones
- Blackcurrant extracts are available from multiple forms, origin, with various properties.

Blackcurrant seems to be a mine of taste, nutrition & health benefits for consumers



Thanks for your attention

Béatrice de Reynal
CEO

Beatrice@nutrimarketing.fr