Curious which artificial sweeteners appear most in new food and drink products?
Interested in how new products with artificial colours sell versus products with natural colours?

Mintel’s Global New Products Database can help you find the answers!
Contact us now to schedule your free demonstration by email at clientdevelopment@gnpd.com or call one of our regional offices:

EMEA: +44 (0) 20 7778 7143
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Mintel GNPD Ingredients: the most comprehensive ingredients analysis

Mintel GNPD is a premium service helping organisations monitor product innovation and retail success in the consumer packaged goods market worldwide. From the latest product launches and trend insights, to product sales performance and ingredient trends, access the most detailed new product information with Mintel GNPD.

Mintel GNPD Ingredients allows you to search and analyse ingredient trends in new consumer packaged goods.

Enhance your NPD research

Whether searching for a specific emerging ingredient or for an overarching trend in ingredients, GNPD Ingredients helps you understand activity in your local market, or on an international scale.

You can further maximise the GNPD’s ingredients data using the Plan-IT analysis tool, and IRIS sales performance data.

Step 1 Run detailed ingredient searches

- Browse and search for an individual ingredient from a structured list
- Search for groups of ingredients e.g. emulsifiers
- Search for combinations of ingredients or ingredient groups.

Mintel GNPD Ingredients helps you:

- Find all products containing probiotic bacteria, even if the packaging doesn’t mention it
- Search global food launches for individual fatty acids or fatty acids as a group to see in which regions of the world they are most common
- Determine the vitamin and mineral combinations that dominate your industry.

Mintel GNPD Ingredients examples

These two examples show the breakdown of label information and ingredients classification on a Mintel GNPD product record.

Food example

- Ingredient off pack: Organic Roasted Peanut
  - Primary Ingredient Name: Peanut
  - Organic = Claim tag
  - Roasted = Preparation tag

Classification pathway: Food and Drink Ingredients
  - > Nuts, Seeds and Kernels
  - > Nuts
  - > Peanut

- Ingredient off pack: Organic Soy Lecithin (an Emulsifier)
  - Primary Ingredient Name: Soy Lecithin
  - Emulsifier = Functional tag
  - Organic = Claim tag

Classification pathway: Food and Drink Ingredients
  - > Food and Drink Functional Additives
  - > Emulsifiers
  - > Soy Lecithin
  - Food and Drink Ingredients
  - > Soy products
  - > Soy Lecithin
  - Food and Drink Functional Additives
  - > Stabilisers
  - > Soy Lecithin

Step 2 Perform in-depth ingredient analysis with Mintel GNPD Plan-IT

- Graph and tabulate your ingredient search results
- Analyse ingredient launch patterns and ingredient group trends
- Examine the top launch countries of a particular ingredient.

Plan-IT helps you:

- Understand which additives are being removed from foods, and which are not
- Identify the most popular food ingredients or groups in beauty products and discover which food categories/sub-categories those ingredients and groups feature in the most
- Pinpoint which herbal extracts appear most in beauty and personal care and which are growing or falling.

Step 3 Understand ingredient sales performance with Mintel GNPD IRIS

- Monitor the sales movement, distribution and performance of products containing a specific ingredient
- Benchmark an ingredient or a group/sub-group
- Understand the impact of sales performance on ingredient trends.

IRIS helps you:

- Benchmark the sales performance of the top 5 food ingredients appearing in beauty products
- Analyse the sales performance of items containing those ingredients in food versus beauty
- Establish if there is a sales pattern between a food and a beauty sub-category featuring the same ingredient.

Extensive ingredients data

Every ingredient on each product record is classified into groups and sub-groups for analysis. These groups break down as follows:

- Food and Drink ingredient groups
- Food and Drink functional additive ingredient groups
- Cosmetic functional groups
- Cosmetic chemical class groups
- Cleaning and Household product ingredient groups

‘On-pack tags’ are additional descriptors in the ingredient listings, available on the product packaging, and are classified as follows:

- Preparation
- Claim
- Function
- Origin

On-pack tags facilitate searching based on how the ingredient is featured on the product label.

Ingredient dashboard

From the ingredient section of each GNPD product record you have access to an ingredient dashboard showing:

- Top 10 countries where the ingredient is used
- Top 10 categories where the ingredient is used
- Top 10 preparation/region/claim/function used around the ingredient
- Primary ingredient name, aliases, definitions, function, classification pathways, legislation and standards information.

The GNPD Ingredients classification structure takes into account the ways different regions classify ingredients.

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  Food and Drink Functional Additives
  > Soy products > Soy Lecithin
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