

# FMCG Experimentation 2017 Global Market Product Innovation, Driver, Trends & Forecast to 2021

*FMCG Experimentation Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022*

PUNE, INDIA, November 21, 2017 /EINPresswire.com/ -- Summary

"TrendSights Analysis: Experimentation" explores how FMCG brands can tempt experimental consumers with unique, inspiring, and exciting product innovation.

More expansive, bold, and risk-taking consumption patterns are apparent among inquisitive consumers who appreciate novel, "fashion-forward," products, at a time when choice is more diverse than ever before. While FMCG purchases are generally quite routine, adventurous consumers seek a break from the norm with something different, such as a new flavor or ingredient.

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## Scope

- Globally three quarters of consumers agree they enjoy experimenting with products from different cultures and cuisines.
- The majority of consumers are driven to experiment with new flavors and fragrances as a result of curiosity.
- Lack of time, choice overload, and brand loyalty present barriers to consumer [FMCG Experimentation](#).

## Companies mentioned

Starbucks

CLRCFF

Suja

Panrico

Banana Joe

The Impossible Burger

Doritos

PepsiCo

Snask AB

PanPang Brewery  
Firebox  
Yumix  
Commodity  
CVS Health  
Forces of Nature  
Borshe  
Drinkies ...

#### Reasons to buy

- Gain insight into the different routes through which brands can stimulate consumer demand through offering more experimental products.
- Understand what motivates consumers to experiment.
- Compare the relevance of FMCG Experimentation in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of FMCG Experimentation for your sector.

#### Table of Content: Key Points

Trend Snapshot

What is FMCG Experimentation?

Why is FMCG Experimentation important?

Who is driving FMCG Experimentation

How Can FMCG Experimentation be capitalized on?

What Next in FMCG Experimentation?

Appendix

...Continued □

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