

Mintel GNPD – A Brief Overview

The Global New Products Database monitors fmcg/cpg (fast-moving consumer goods/consumer packaged goods) new product launches that are occurring in 48 of the major economies of the world. Over 80 different fields are inputted, from brand and company, to pack size and material, to positioning claim to flavour. Full ingredient and nutrition listings are featured as well as multiple high-resolution colour images of all products – and for the highly innovative products, 3D modelling items are available.

Track new product launches

Product Description

Colgate MaxWhite Toothpaste is said to contain micro-whitening crystals which are dissolved during brushing. The product is refreshing and whitening, and said to prevent cavities. It is available in a Crystal Mint variety and retails in a 75ml tube.

Ingredients

Sorbitol, aqua, hydrated silica, PEG-12, sodium lauryl sulfate, aroma, cellulose gum, tetrasodium pyrophosphate, cocamidopropyl betaine, sodium fluoride, sodium saccharin, hydroxypropyl methylcellulose, limonene, CI 74160, CI 74260, CI 77891



Toothpaste

Company
Colgate-Palmolive

General Aranz 88, Madrid, 28027, Spain

Brand
Colgate MaxWhite

Country
Spain

Date Published
Jun 2008

Product source
Shopper

Pack Size
75.00 ml 2.54 fl. oz (US)

Price in local currency
€2.15

Major Currencies

Bar Code

Sales Data

Benefits:

- ◆ Deeply understand what competitors are launching, when they're launching and how successful those products are
- ◆ Establish success and failure rates of competitors per category and to accurately target where competitors are weakest (or strongest)
- ◆ Use GNPD as the world's biggest online supermarket – any product that is seen on the site can be bought and sent back to your desk from anywhere in the world

Learn from editorial, trends insight and category reviews

Over 100 pieces of trend information are published every month, ranging from a highlight about an individual product that we've seen to a full trend overview about anything from super fruits to sustainability

Benefits:

- ◆ Review trends as they appear, understand where they started and study trans-category trends
- ◆ Analyse trends within your categories, assess markets for expansion and align your NPD accordingly

Product Insight: Different, interesting and novel products from around the world.

Trans-Category Trends: Understand cross category trends impacting your business.

Trend Webinars: Listen online to our consultants talk about emerging trends.

Trade Show Reviews: Read an overview of trade shows GNPD have visited.

Category Reviews: Overview of sub-categories containing launch patterns, current trends and a forecast for each market.

Pack Insight: Read updates on emerging and innovative packaging formats.

Monitor the latest packaging innovations



Mintel GNPD Packaging:

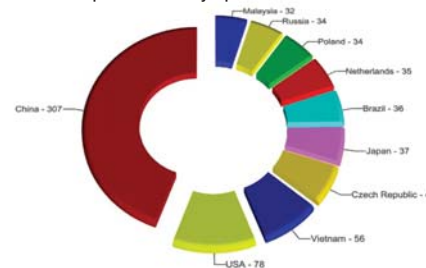
If your interest lies in the package as much as in the product GNPD Packaging helps you understand features such as the make-up of the pack, dimensions, details written on the package, label, closure material and type, and manufacturer. You will also receive a monthly packaging insight report, regular packaging tradeshow reviews and access to the Packaging Appreciation Club (PAC) where the most innovative products and analysis are delivered to your desk quarterly.

Benefits:

- ◆ Gain insight into the latest trends and innovations in packaging from around the world
- ◆ Assess the use of particular materials or closure types to source and plan for new products
- ◆ Sample, test and analyse packaging with your colleagues and inspire ideas for new packaging

Spot trends with graphing and visual analysis

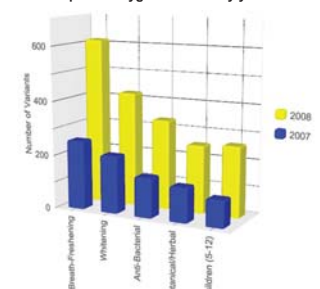
Toothpaste launches by top 10 countries in 2008



Most popular oral hygiene flavours by year

Flavour (inc. blend)	2007	2008	Total Sample
Mint	139	263	403
Unflavoured/Plain	39	81	120
Strawberry	10	31	41
Peppermint	26	26	52
Fruit	14	18	32
Herbal	11	18	29
Spearmint	9	15	24
Tea (Green)	5	13	18
Orange	9	9	18
Lemon	6	11	17
Total Sample	871	1976	2847

Top 5 oral hygiene claims by year



Mintel GNPD Plan-IT:

Graph and tabulate the results of any search you have run, at the touch of a button, for fast and effective visual analysis. Spot both competitors' launch patterns and the development of trends within categories of interest.

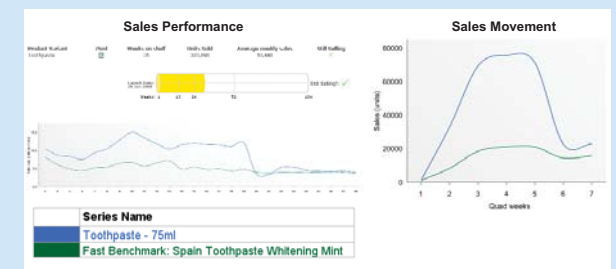
Benefits:

- ◆ Spot emerging trends in your categories and locate competitors' test markets
- ◆ Study launch and claim patterns to reveal your competitors' reaction to a new trend.
- ◆ Set up alerts for emerging categories, to stay on top of developing trends

Study new product sales performance

Mintel GNPD IRIS:

GNPD IRIS populates both US and Western Europe GNPD product records with sales data from IRI. Each record contains sales data from launch date to 104 weeks. View the sales movement (volume sales), distribution (percentage of stores) and performance (units per store) for each record and benchmark the performance of these items together



Benefits:

- ◆ Analyse characteristics of products that have failed compared to the overall market
- ◆ Study in-market responses to new product concepts

Have products delivered to your desk

Mintel GNPD Product Retrieval:

There is no substitute for having the real thing in your hands. Use our product retrieval service and have any product on GNPD that is still available delivered to your desk within 7 days.

Benefits:

- ◆ Access products from regions where you have no operational presence
- ◆ Improve your analysis, planning and new product strategy by sampling, testing and sharing products firsthand
- ◆ Obtain all interesting new products in your sector for maximum coverage and superior NPD intelligence



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