

Rosemary - New Product Launches

European Union

Innova January 2018



All Products - By Year		
Total	Product Launches	Total
2013	31,678	31,678
2014	34,368	34,368
2015	38,445	38,445
2016	41,738	41,738
2017	36,163	36,163
<b>Total</b>	<b>182,392</b>	<b>182,392</b>
All products with rosemary extract		
Time – Annually	Product Launches	Total
2013	280	280
2014	333	333
2015	416	416
2016	483	483
2017	459	459
<b>Total</b>	<b>1,971</b>	<b>1,971</b>

<b>By Category - All</b>						
<b>Market Sub-Category</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>Total</b>
Breakfast Cereals	1,689	1,903	2,166	2,268	2,081	10,107
Cakes - Pastries & Sweet Goods	2,966	3,109	3,534	3,621	2,646	15,876
Cereal & Energy Bars	1,035	1,410	1,364	1,437	1,429	6,675
Cooking Sauces	2,292	2,411	2,691	2,284	1,841	11,519
Fats & Spreads	492	635	683	726	559	3,095
Fish & Seafood	2,247	2,634	2,683	3,112	2,619	13,295
Mayonnaise - Dressings & Vinaigrettes	786	808	897	998	935	4,424
Meat Products	3,348	3,333	4,457	5,144	4,623	20,905
Meat Snacks	168	154	200	315	232	1,069
Oils	819	857	1,017	903	924	4,520
Other Sugar Confectionery	700	739	770	802	742	3,753
Pickled Condiments/Chutneys	969	1,060	940	1,218	844	5,031
Poultry	1,453	1,385	1,757	2,102	1,893	8,590
Savory Biscuits/Crackers	1,262	1,323	1,574	1,615	1,522	7,296
Savory Spreads	760	1,086	1,360	1,474	1,356	6,036
Savory/Salty Snacks	2,038	2,259	2,218	2,645	2,329	11,489
Snack Nuts & Seeds	1,532	1,929	1,885	2,253	2,124	9,723
Sweet Biscuits/Cookies	4,179	4,273	4,778	4,833	4,059	22,122
Sweet Spreads	1,717	1,736	2,173	2,535	2,059	10,220
Table Sauces	1,226	1,324	1,298	1,453	1,346	6,647
<b>Total</b>	<b>31,678</b>	<b>34,368</b>	<b>38,445</b>	<b>41,738</b>	<b>36,163</b>	<b>182,392</b>

By Category - Rosemary						
Market Sub-Category	2013	2014	2015	2016	2017	Total
Breakfast Cereals	8	9	13	20	34	84
Cakes - Pastries & Sweet Goods	8	8	7	4	8	35
Cereal & Energy Bars	0	14	16	29	18	77
Cooking Sauces	36	46	26	24	17	149
Fats & Spreads	1	1	2	0	1	5
Fish & Seafood	6	4	15	22	5	52
Mayonnaise - Dressings & Vinaigrettes	6	3	6	21	16	52
Meat Products	48	49	54	76	56	283
Meat Snacks	8	4	10	17	9	48
Oils	0	3	6	1	4	14
Other Sugar Confectionery	0	0	1	0	0	1
Pickled Condiments/Chutneys	2	0	0	0	0	2
Poultry	28	31	46	52	52	209
Savory Biscuits/Crackers	34	34	59	42	59	228
Savory Spreads	4	1	16	17	4	42
Savory/Salty Snacks	57	76	74	79	92	378
Snack Nuts & Seeds	3	5	12	11	3	34
Sweet Biscuits/Cookies	26	33	49	56	63	227
Sweet Spreads	0	2	2	2	0	6
Table Sauces	5	10	2	10	18	45
<b>Total</b>	<b>280</b>	<b>333</b>	<b>416</b>	<b>483</b>	<b>459</b>	<b>1,971</b>

By Category - Percent Products Containing Rosemary					
Market Sub-Category	2013	2014	2015	2016	2017
Breakfast Cereals	0.5%	0.5%	0.6%	0.9%	1.6%
Cakes - Pastries & Sweet Goods	0.3%	0.3%	0.2%	0.1%	0.3%
Cereal & Energy Bars	0.0%	1.0%	1.2%	2.0%	1.3%
Cooking Sauces	1.6%	1.9%	1.0%	1.1%	0.9%
Fats & Spreads	0.2%	0.2%	0.3%	0.0%	0.2%
Fish & Seafood	0.3%	0.2%	0.6%	0.7%	0.2%
Mayonnaise - Dressings & Vinaigrettes	0.8%	0.4%	0.7%	2.1%	1.7%
Meat Products	1.4%	1.5%	1.2%	1.5%	1.2%
Meat Snacks	4.8%	2.6%	5.0%	5.4%	3.9%
Oils	0.0%	0.4%	0.6%	0.1%	0.4%
Other Sugar Confectionery	0.0%	0.0%	0.1%	0.0%	0.0%
Pickled Condiments/Chutneys	0.2%	0.0%	0.0%	0.0%	0.0%
Poultry	1.9%	2.2%	2.6%	2.5%	2.7%
Savory Biscuits/Crackers	2.7%	2.6%	3.7%	2.6%	3.9%
Savory Spreads	0.5%	0.1%	1.2%	1.2%	0.3%
Savory/Salty Snacks	2.8%	3.4%	3.3%	3.0%	4.0%
Snack Nuts & Seeds	0.2%	0.3%	0.6%	0.5%	0.1%
Sweet Biscuits/Cookies	0.6%	0.8%	1.0%	1.2%	1.6%
Sweet Spreads	0.0%	0.1%	0.1%	0.1%	0.0%
Table Sauces	0.4%	0.8%	0.2%	0.7%	1.3%
<b>Total</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.2%</b>	<b>1.3%</b>

By Country - All						
Country	2013	2014	2015	2016	2017	Total
Austria	656	654	814	979	617	3,720
Belgium	945	1,010	1,303	1,240	1,275	5,773
Bosnia & Herzegovina	149	139	76	151	122	637
Bulgaria	357	444	432	404	450	2,087
Croatia	210	216	225	259	261	1,171
Czech Republic	462	497	385	407	392	2,143
Denmark	1,151	875	983	1,168	865	5,042
Estonia	152	194	209	202	186	943
Finland	455	565	522	511	497	2,550
France	2,631	4,310	4,413	5,069	4,714	21,137
Germany	3,813	4,192	5,035	5,834	4,402	23,276
Greece	617	711	632	649	374	2,983
Hungary	929	840	776	567	575	3,687
Ireland	234	816	1,166	784	819	3,819
Italy	1,943	2,246	2,200	3,017	2,369	11,775
Latvia	60	189	195	221	244	909
Lithuania	202	189	177	239	210	1,017
Macedonia	682	615	500	513	487	2,797
Netherlands	2,361	2,401	2,834	2,934	2,559	13,089
Norway	545	481	629	714	657	3,026
Other Countries	66	12	2	2	5	87
Poland	659	757	985	973	811	4,185
Portugal	457	314	702	594	350	2,417
Romania	424	360	282	362	342	1,770
Russia	714	996	1,150	1,139	834	4,833
Serbia	198	241	157	159	145	900
Slovakia	324	274	237	320	214	1,369
Slovenia	244	179	174	150	159	906
Spain	3,361	2,289	2,590	3,686	3,133	15,059
Sweden	436	514	837	831	698	3,316
Switzerland	511	462	585	808	740	3,106
Ukraine	717	723	881	856	820	3,997
United Kingdom	5,013	5,663	6,357	5,996	5,837	28,866
<b>Total</b>	<b>31,678</b>	<b>34,368</b>	<b>38,445</b>	<b>41,738</b>	<b>36,163</b>	<b>182,392</b>

By Country - Rosemary						
Country	2013	2014	2015	2016	2017	Total
Austria	1	5	8	7	4	25
Belgium	16	22	25	28	29	120
Bosnia & Herzegovina	0	0	0	3	1	4
Bulgaria	0	2	7	5	4	18
Croatia	9	10	1	3	5	28
Czech Republic	1	5	5	1	13	25
Denmark	8	6	2	5	21	42
Estonia	1	3	2	0	0	6
Finland	14	4	0	1	0	19
France	26	49	56	83	75	289
Germany	32	22	42	60	34	190
Greece	5	12	10	9	5	41
Hungary	12	7	7	7	1	34
Ireland	5	7	16	12	8	48
Italy	11	23	37	47	65	183
Latvia	0	0	5	12	6	23
Lithuania	1	0	1	1	0	3
Macedonia	8	4	4	3	4	23
Netherlands	30	34	49	47	38	198
Norway	18	1	13	10	2	44
Other Countries	0	0	0	1	0	1
Poland	0	5	2	3	3	13
Portugal	0	1	1	3	1	6
Romania	1	3	3	2	3	12
Russia	2	0	3	7	5	17
Serbia	1	1	2	5	2	11
Slovakia	0	0	2	0	3	5
Slovenia	1	0	0	3	2	6
Spain	9	11	11	22	26	79
Sweden	9	9	4	5	3	30
Switzerland	0	2	4	7	15	28
Ukraine	0	0	6	5	5	16
United Kingdom	59	85	88	76	76	384
<b>Total</b>	<b>280</b>	<b>333</b>	<b>416</b>	<b>483</b>	<b>459</b>	<b>1,971</b>



By Country - Percent Product Containing Rosemary					
Country	2013	2014	2015	2016	2017
Austria	0.2%	0.8%	1.0%	0.7%	0.6%
Belgium	1.7%	2.2%	1.9%	2.3%	2.3%
Bosnia & Herzegovina	0.0%	0.0%	0.0%	2.0%	0.8%
Bulgaria	0.0%	0.5%	1.6%	1.2%	0.9%
Croatia	4.3%	4.6%	0.4%	1.2%	1.9%
Czech Republic	0.2%	1.0%	1.3%	0.2%	3.3%
Denmark	0.7%	0.7%	0.2%	0.4%	2.4%
Estonia	0.7%	1.5%	1.0%	0.0%	0.0%
Finland	3.1%	0.7%	0.0%	0.2%	0.0%
France	1.0%	1.1%	1.3%	1.6%	1.6%
Germany	0.8%	0.5%	0.8%	1.0%	0.8%
Greece	0.8%	1.7%	1.6%	1.4%	1.3%
Hungary	1.3%	0.8%	0.9%	1.2%	0.2%
Ireland	2.1%	0.9%	1.4%	1.5%	1.0%
Italy	0.6%	1.0%	1.7%	1.6%	2.7%
Latvia	0.0%	0.0%	2.6%	5.4%	2.5%
Lithuania	0.5%	0.0%	0.6%	0.4%	0.0%
Macedonia	1.2%	0.7%	0.8%	0.6%	0.8%
Netherlands	1.3%	1.4%	1.7%	1.6%	1.5%
Norway	3.3%	0.2%	2.1%	1.4%	0.3%
Other Countries	0.0%	0.0%	0.0%	50.0%	0.0%
Poland	0.0%	0.7%	0.2%	0.3%	0.4%
Portugal	0.0%	0.3%	0.1%	0.5%	0.3%
Romania	0.2%	0.8%	1.1%	0.6%	0.9%
Russia	0.3%	0.0%	0.3%	0.6%	0.6%
Serbia	0.5%	0.4%	1.3%	3.1%	1.4%
Slovakia	0.0%	0.0%	0.8%	0.0%	1.4%
Slovenia	0.4%	0.0%	0.0%	2.0%	1.3%
Spain	0.3%	0.5%	0.4%	0.6%	0.8%
Sweden	2.1%	1.8%	0.5%	0.6%	0.4%
Switzerland	0.0%	0.4%	0.7%	0.9%	2.0%
Ukraine	0.0%	0.0%	0.7%	0.6%	0.6%
United Kingdom	1.2%	1.5%	1.4%	1.3%	1.3%
<b>Total</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.2%</b>	<b>1.3%</b>