

F&B Market Analysis

An overview of F&B flavors in North America

EXECUTIVE SUMMARY

An Overview of F&B flavours in North America

- F&B product launch data was taken for the region of North America over the last 5 years.
- Majority of products' flavours are based on Fruit.
- Tea and Brown Flavours group also found to be in good numbers.
- Among all flavours Orange of flavour group Fruit was found to be the top emerging flavour.
- Unflavoured F&B products were also found on the higher side.

ANNEXURE

An Overview of F&B flavours in North America

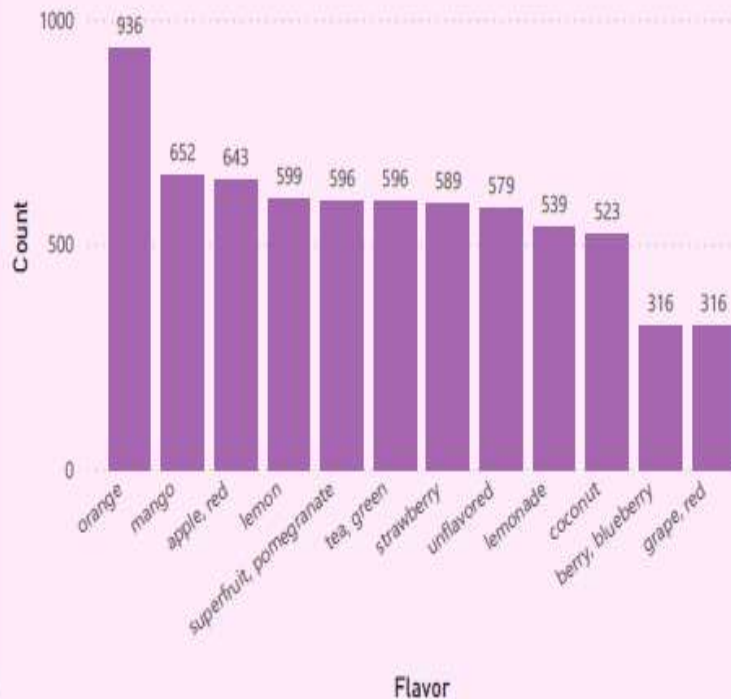
Orange

Top Flavour

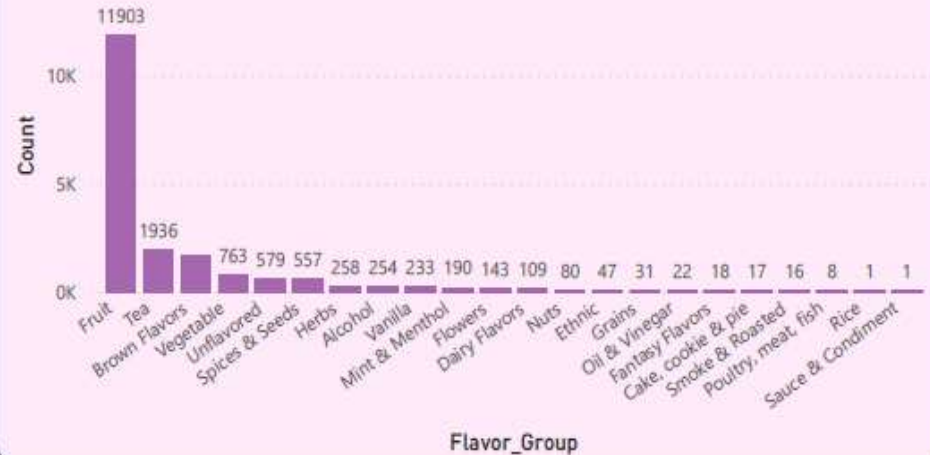
Fruit

Top Flavor_Group

Top 10 Flavors



Count of Flavor Group



Bottom 10 Flavors



AN EXTENSION IN ANALYSIS

To launch a new product -

- The new product will be of flavour fruit as this is the largest share of all flavours.
- Demographics data of people will be required to identify the target customer group which will direct the customer campaign.

To retain existing products -

- Forecasting of sales and profit with the existing products will have to be estimated.
- Sales and profit data on each product and on each flavours in the previous few quarters will be required.

To remove some existing products -

- Ratio of making charges, time for manufacturing with profit and sales will have to be determined.
- Making charges, time for manufacturing, profit data on each product and flavours will be required to estimate the products making losses.

THANK YOU!
