

August update - Emerging trends which could soon be hitting shelves in the UK

LONDON, UK: Popping candy enriched with vitamins, anti-aging candy chew and tea containing collagen are just a few of the latest consumer goods - identified by Product Launch Analytics - which could soon be available in the UK.

Cesar Pereira, research manager at Product Launch Analytics said: "This month the most innovative products we're seeing around the world are focussing on new ways of delivering health benefits. For example the anti-aging chew doesn't necessarily contain any new ingredients but it is innovative to deliver these in a candy chew. If these products are a success we could be seeing them on the UK high street in the coming months."

- The energy boosting anti-aging chew has been launched in the US by The FiGo Bites. The sugar-free chocolate-berry chew taps into both the multi-functional trend and the trend of energy on the go.
- Coffee you can inhale is a new product launched in the US by French company Le Whif. The inhaler is biodegradable and gives 100mg of caffeine in one puff. It taps into the 'shot' trend and could appeal to time-starved consumers. As the packaging is small it is convenient to carry and as it's biodegradable it can also be disposed of easily.
- Tea that promises to help you lose weight is nothing new but it is the ingredients which makes this new drink from Brazilian company Vitalab Laboratorios stand out. Collagen and olive leaf are the ingredients touted to help people shed the kilos.
- Finding an innovative way to get children to eat enough vitamins has been a challenge for many parents. Getting vitamins into confectionery could provide the solution. Poprs Magic Pop'N Crystals from US based Raven Manufacturing are colour-changing popping candy enriched with vitamins and made with natural colours and flavours.

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