

NEW VEGAN GUMMIES



Damel
GROUP

Insights

Source: Food & Drink Trends 2019, Mintel



Germany is the country that tops the list with the most product launches focused on vegan consumers.

15% of all product launches were vegan.



Europe is leading the launch of new foods that include vegan claims.



Reasons why the population become to be veggie:

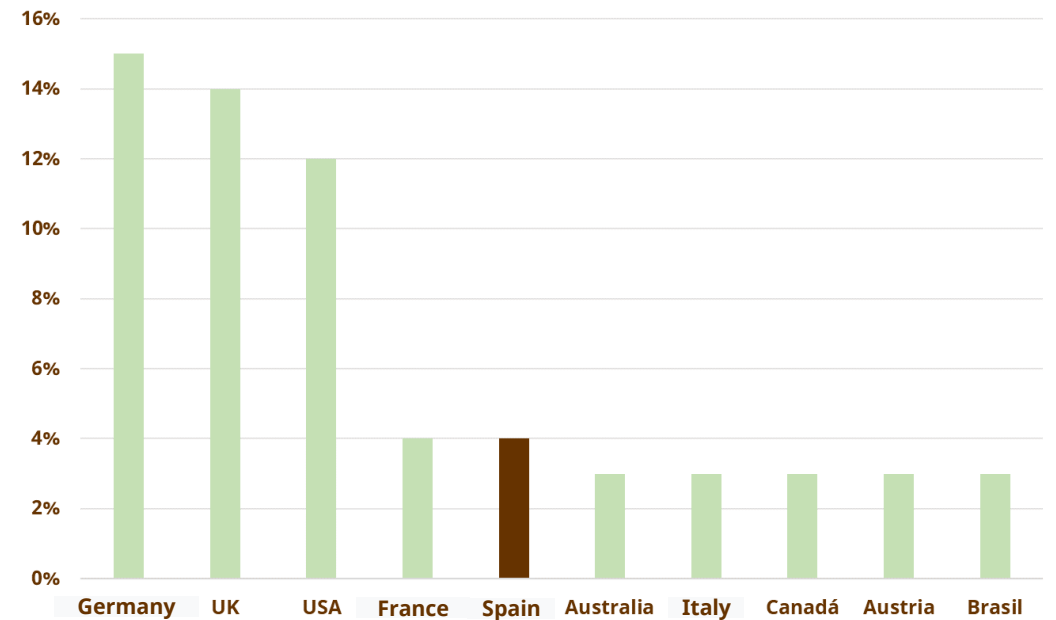
- Health
- Animal Welfare
- Sustainability



The veggie trend has increased by **257% worldwide.**

Countries with the largest launches of vegan products in 2019

Percentage of vegan launches by country



Source: Mintel Global New Products Database (GNPD)

1. **Veggies:** Includes flexitarians, vegetarians and vegans people.

Top 20 European countries with an affinity for the vegan trend



Country	Vegan Popularity Score ⁵	Country	Vegan Popularity Score
UK	98	Slovenia	45
Sweden	84	Czech Republic	38
Ireland	62	Portugal	35
Austria	60	Hungary	32
Germany	59	Spain	30
Finland	57	Belgium	30
Denmark	55	Italy	25
Switzerland	53	Poland	25
Norway	47	France	24
Netherlands	46	Slovakia	20

Source: Own elaboration from data obtained from Chef's Pencil (February, 2019). "The 20 Most Vegan Countries in Europe", Chef's Pencil. Available: <https://cutt.ly/bd1KsTv>

- Google Trends allows you to analyze the popularity of various search categories around the world, such as **veganism**.
- Google assigns an interest score to each location, showing the level of interest in the topic at that location.

⁵. **Vegan Popularity Score**: Percentage of people who have made searches related to vegan products, lifestyle or restaurants through Google. A value of 100 indicates the maximum popularity of a term.

New Vegan Gummies



Damel launches a new line of vegan gummies that meets the main requirements of the "veggie" trend:
Gummy Vegan Sweet and Gummy Vegan Shiny.

In addition, it provides benefits that are highly demanded by today's consumers:



Gluten Free



Vitamin C



International recognized V-Label certificate



← Packaging with a paper effect touch

← Wide window to see the real product

Formats: 80g and 125g

Gummy vegan sugar and shiny

Awarded Taste of the Year 2021 in Spain*



Consumer Test Results:



General Satisfaction

The score obtained was **8.5/10** in both products.



Frequency of Consumption

53% of those surveyed say they would buy both products regularly at supermarkets/establishments.



Purchase Intention

75% of those surveyed say they would buy both products if they find it on a shelf.

*Candidate products are tested through a taste test without brand reference, in laboratories sensory analysis and following a strict protocol.



G R O U P

THANK YOU!