

U.S. New Product Introduction January - June 2011

(Source: Mintel's Global New Product Database)

Super Category	# of Variants
Food	7,119
Drink	1,633
Pet	321
Total	9,073
Non-Food	
Beauty & Personal Care	6,735
Healthcare	625
Household	1,163
Total Non-Food	8,523
Food vs. Non-Food	# of Variants
Food, Drink, Pet	9,073
Non-Food	8,523
Total First Half 2011	17,596