



Product
Hub.

WORLD'S
**DISCOVERY
BRANDS**
GREATEST

Get Set for the Discovery Era!



In our rapidly evolving, hyper-connected world, consumers are more driven than ever to pursue fresh experiences. TikTok's impact on people's curiosity to explore new things is becoming more significant with each year that passes, fueled by its captivating, algorithm-driven content that fosters discovery and experimentation.

New research from **Product Hub**, MMR's tech-enabled product testing platform, has uncovered a fascinating array of factors influencing why tomorrow's shoppers are more inclined to choose the latest innovations. These fundamental changes in consumer behavior will push consumer brands to innovate and adapt even more rapidly.

In this overview, we rank global and regional brands according to consumer perceptions of how well they excel at facilitating discovery of new experiences.

Across food, beverage, household, and personal care categories, manufacturers will need to evolve their strategies:

facilitating new and novel experiences on one hand, and safeguarding core ranges on the other, and **adopting an antifragile mindset** – a response to market volatility through continuous adaptation and explored in this document.

In recent years, brands have been under pressure. Beset by supply shortages and price increases, innovation has taken a back seat, with fewer products being launched. However, as events settle and the Discovery Era builds, it will be time for manufacturers to increase their focus on delivering great product experiences for consumers.

We believe that great product experiences unlock the emotional and commercial value of brands by elevating and optimizing every meaningful part of the product journey that they provide. They are crafted with intention and purpose and engineered to create a positive, distinctive, lasting impression, delivering total consumer reward.

Understanding the Cult of New

QBot, MMR's AI powered Chatbot, has interviewed thousands of shoppers around the world to capture the modern drivers of trial for new and novel products. This is what it discovered...

The rise of AI and chatbot technology is revolutionizing the way brands can engage with consumers. QBot, from MMR, can hold in-depth, real-time conversations with thousands of individuals simultaneously, and AI-enabled analytics can help us to surface the insight that matters from vast amounts of transcripts.

For the World's Greatest Discovery Brands, we tasked QBot, to uncover answers to three main questions:

- What is the role of new experiences in people's lives?
- What are the modern drivers of trial for new products?
- Which brands and products are perceived to be doing this well, and why?

Following 2,500 in-depth conversations across 5 key geographies and 3 age cohorts, QBot detected seven modern dynamics driving people's interest in new and novel product experiences...

PERSONAL GROWTH

At a macro level, people recognize that new experiences contribute to their personal and professional development. For many, stepping out of their comfort zones fosters curiosity and encourages

continuous learning. As one individual put it, "Each new experience contributes to my development, making me more open and adaptable." Another shared, "New experiences make me braver, more optimistic, and more passionate about trying new things. They give me the confidence to face difficulties and allow me to confront challenges with a more positive attitude."

These sentiments highlight a universal truth: that new experiences invigorate our lives, making us feel more alive and connected to human experience. As people seek ways to enhance their lives, brands have a significant opportunity to positively facilitate this exploration by providing innovative products and experiences that resonate with this desire for personal growth.

THRILL SEEKING

The excitement of encountering new products generates curiosity and expectation. One shopper remarked, "When I see new products in a supermarket, the thrill comes from the unexpected opportunity to discover something new." This sense of novelty not only awakens anticipation but also offers the potential for innovative solutions to everyday problems, transforming routine tasks into rewarding experiences.

MONOTONY BREAKING

New products often represent an antidote to the monotony of daily life. "Trying new products brings variety and breaks the monotony of everyday routines, making days feel more enjoyable and less predictable." The finding highlights the emotional impact of new experiences, providing consumers with excitement to counter the pressures of everyday life.

Understanding the Cult of New

FOMO BUSTING

Fear of missing out (FOMO) is playing a crucial role in driving consumers toward new products. The desire to be among the first to experience something unique can be exhilarating. One individual noted,

“The curiosity needs satisfying. What does it taste like? Does it work better than another brand?” This mentality is particularly prominent in the digital age, where social media platforms amplify the buzz around new product launches.



Coca-Cola's hugely popular Creations franchise is a hit with social media. The company's Chief Financial Officer has acknowledged that the platform is not a significant volume driver for the company, but that it generates massive kudos for – keeping the master brand fresh and current.

HYPE CYCLE

Platforms like TikTok have emerged as powerful drivers of product discovery, with statistics indicating that 71% of users have shopped for something they

stumbled upon on their feeds. The platform's emphasis on newness fosters a culture of exploration, encouraging consumers to seek out the latest.

#tiktokmademebuyit

Understanding the Cult of New

PRESUMED BETTER

Modern consumers often approach new products with the assumption that they will be superior to existing options. As one shopper stated, "The possibility of something better! Manufacturers will

have already experienced what's available in the market and would have added a twist to make it even better." This expectation drives trial and fosters confidence in the purchasing decision.



PepsiCo knows no boundaries when it comes to breaking the low attention economy. Not every innovation will stick, but in the Discovery Era that shouldn't be seen as failure. Increasingly, it will be better to offer consumers something new – bringing forward category purchase cycles – than to see them go elsewhere...

TRUSTED BRANDS

Notably in our research, consumers seem more inclined to try new products from brands they already trust. Familiarity supports confidence in each new offering. As one respondent shared, "Experiencing a new product, especially from a well-known brand, brings more expectations."

CONCLUSION

In a world that is increasingly defined by the pursuit of new experiences, the importance of new products cannot be understated. Consumers are eager to explore novel offerings, driven by curiosity, the desire to break monotony,

and the excitement of discovery. Brands that recognize and respond to these drivers—offering innovative products, leveraging social media, and fostering trust—will not only capture consumer attention but also cultivate deeper connections.

As we navigate this era of exploration and experimentation, it is essential for brands to facilitate consumers' journeys toward personal growth and fulfillment. By aligning product offerings with the desire for new experiences, businesses can thrive in an ever-changing landscape and create lasting value for their audiences.

Introducing the World's Greatest Discovery Brands

Results of exclusive research commissioned by Product Hub reveal which brands people will prioritize in their quest to discover something new.

As we journey deeper into the Discovery Era, we believe that manufacturers will need to pay close attention to how well their brands are regarded by consumers as gateways to new experiences.

That's why we engaged people across 5 major regions to assess 50 major CPG and QSR (Quick Service Restaurants) brands that are available in each area, comprising of 25 global and 25 regional.

METHODOLOGY: **REFLECTING WORLD OF CHOICES**

The study employed a choice-based methodology. Participants were presented with random sets of four brands and asked to select the ones that they think do best (and worst) at helping them 'discover something new'.

The results provide much needed perspective on brand performances and can provide insight for determining innovation investment.

LEADING BRANDS: **A GLOBAL PERSPECTIVE**

Across geographies, our study finds brands nestled in high frequency categories such as salty snacks, cereals and confectionery performing well.

The top-performing brands, such as Walkers, Lays, Doritos, Pringles, and Simba, exemplify how accessible and novel experiences captivate consumers.

Lays, for example, captures attention through its diverse flavor offerings. Kellogg's stands out across the UK, US, and South Africa, solidifying its

reputation for discovery, while global giants like McDonald's and Starbucks reaped the rewards of their investments in seasonal offers. It's worth mentioning that in the 18-34 age group in the U.K and U.S, McDonald's stands in first place in this cohort's search for new experiences.

ALCOHOL BRANDS: **THE SLOW LANE?**

A quick check of our league tables of World's Greatest Discovery Brands reveals relatively poor performances from some of the world's greatest alcohol brands – from Smirnoff to Budweiser. If all the world's a stage, then these and other iconic brands pales as conduits for new experiences.

Even when we look *only* at the responses from people who consume alcohol, the picture remains broadly similar. So, what can we read into these results? Could they simply reflect people's preferences for 'original and best' liquid propositions? Possibly. But in a world which is becoming increasingly obsessed by what's new, we think that the alcohol category runs the risk of being left in the slow lane of discovery – and this doesn't feel like a comfortable place to be.

Cadbury's is a master of platform origination in its efforts to increase the visibility of its new lines. In the Discovery Era, there will be a rush of new and novel products, and this means that line extensions may not be enough to secure the attention of consumers.



Introducing the World's Greatest Discovery Brands

MARKET-SPECIFIC INSIGHTS:

UK AND US

In the UK, Cadbury leads by a significant margin, driven by its innovative collections like 'Marvelous Creations' and '&More.'

Heinz, another top performer, has expanded its ranges with unique offerings like Chili Baked Beans (below) and unexpected collaborations, such as Heinz x Absolut Vodka, further embedding itself in the taste exploration trend.

In the US, brands such as M&M's, Oreo, and Coca-Cola stand out. Coca-Cola's 'Creations' franchise has resonated particularly well on platforms like TikTok, demonstrating how limited time offers and social media buzz can elevate a brand's profile.

Meanwhile, Doritos and Pringles drew attention with their bold, sensory-extreme flavors like "Flamin' Hot" and "Scorchin' Extreme."

REGIONAL STARS:

BRAZIL, SOUTH AFRICA, AND CHINA

Brands like O Boticário and Sadia in Brazil, Nivea and Nando's in South Africa, and Starbucks and Lux in China are also commended for leading consumer discovery in their respective markets. Meanwhile, data for China finds Starbucks with a commanding lead – well ahead of other brands and reflecting its ability to introduce new experiences that align with local consumer preferences.

EMBRACING THE DISCOVERY ERA

For brands to thrive in this fast-paced, trend-driven market, they must prioritize dynamic portfolio management and rapid innovation.

GET THE COMPLETE PICTURE

In addition to Country League Tables overleaf, we can share data by age cohort and category usage. We can also advise on brands *relative positions*. Get in touch for the complete picture for your brand.



Country League Tables



1. Cadbury
2. Walkers
3. Magnum
4. McDonald's
5. Heinz
6. Kellogg's
7. Lindt
8. McVities
9. Birds Eye
10. Muller
11. Haagen-Dazs
12. Pringles
13. Doritos
14. McCain
15. Costa
16. Coca-Cola
17. Kit-Kat
18. Nivea
19. Starbucks
20. Knorr
21. Dolmio
22. Dove
23. Colgate
24. L'Oréal
25. Nature Valley
26. Tropicana
27. M&Ms
28. Pepsi
29. Ben's
30. Persil
31. Lenor
32. Nespresso
33. BrewDog
34. Fairy
35. Quaker
36. Twinings
37. Warburtons
38. Weetabix
39. Oreo
40. Lucozade
41. Olay
42. Nutella
43. Dettol
44. Quorn
45. Smirnoff
46. Corona
47. Heineken
48. Lipton
49. Red Bull
50. Bacardi



1. Lay's
2. Doritos
3. McDonald's
4. Starbucks
5. M&Ms
6. Dunkin
7. Coca-Cola
8. Kellogg's
9. Kraft
10. Oreo
11. Haagen-Dazs
12. Pringles
13. Betty Crocker
14. Hershey's
15. Reese's
16. Dove
17. Lindt
18. Pepsi
19. Rao's Homemade
20. Tide
21. Magnum
22. Knorr
23. KitKat
24. Chips Ahoy
25. Olay
26. L'Oréal
27. Tropicana
28. Nature Valley
29. Hostess
30. Heinz
31. Cheerios
32. Colgate
33. Quaker
34. Downy
35. Hot Pockets
36. Nivea
37. Nespresso
38. Hamburger Helper
39. Ben's
40. Lipton
41. Clorox
42. Axe
43. Nutella
44. Red Bull
45. Smirnoff
46. Bacardi
47. Corona
48. Modelo
49. Heineken
50. Budweiser



1. Lay's
2. Cadbury
3. Simba
4. McDonald's
5. Nando's
6. Doritos
7. Nivea
8. Coca-Cola
9. Lindt
10. Magnum
11. Kellogg's
12. Nescafe
13. NutriDay
14. Parmalat
15. McCain
16. Knorr
17. Colgate
18. Nespresso
19. Jungle
20. Pringles
21. Dove
22. Starbucks
23. KOO
24. Sunlight
25. KitKat
26. L'Oréal
27. Dettol
28. Bokomo
29. Oreo
30. Omo
31. Cross & Blackwell
32. Redbull
33. Lux
34. Ultra Mel
35. Maggi
36. Ouma
37. Sasko
38. Oros
39. Olay
40. Heineken
41. Axe
42. M&Ms
43. Smirnoff
44. Haagen-Dazs
45. Lipton
46. Nutella
47. Pepsi
48. Corona
49. Bacardi
50. Bos



1. Oboticario
2. Sadia
3. Bauducco
4. McDonald's
5. Nivea
6. CacauShow
7. Perdiago
8. Natura
9. Dove
10. L'Oréal
11. Danone
12. Coca-Cola
13. Seara
14. Lacta
15. Omo
16. Heinz
17. Downy
18. Vigor
19. Hellmann's
20. KitKat
21. Hershey's
22. Nespresso
23. Colgate
24. Lindt
25. Doritos
26. Starbucks
27. Magnum
28. Pringles
29. Nutella
30. Oreo
31. Heineken
32. Haagen-Dazs
33. Lay's
34. M&Ms
35. Guarana Antarctica
36. Ariel
37. McCain
38. Kellogg's
39. Red Bull
40. Knorr
41. Pepsi
42. Budweiser
43. Maggi
44. Corona
45. Lipton
46. Brahma
47. Smirnoff
48. Skol
49. Axe
50. Bacardi



1. Starbucks
2. McDonald's
3. Olay
4. Lux
5. Mizone Water
6. Pepsi
7. Lay's
8. Coca-Cola
9. Red Bull
10. Tide
11. Yili
12. Master Kang
13. Minute Maid
14. Dove
15. Heineken
16. Centrum
17. Omo
18. Oreo
19. Tropicana
20. Colgate
21. L'Oréal
22. Chips Ahoy!
23. Lipton
24. Magnum
25. M&Ms
26. Clear
27. Sensodyne
28. Nivea
29. Pringles
30. Kellogg's
31. Heinz
32. Kinder
33. Pacific
34. Nescafe
35. Maggi
36. Aptamil
37. Doritos
38. Corona
39. Budweiser
40. Finish
41. Durex
42. WanChai-Piers
43. Smirnoff
44. Knorr
45. Lindt
46. Haagen-Dazs
47. Nespresso
48. Nutella
49. Bacardi
50. Rexona

Magnum's Chill and Euphoria:

Pioneering Mood-Based Products for the Discovery Era of Consumer-Packaged Goods



Magnum launched itself into the 2024 ice cream season with its innovative mood-inspired flavors, Magnum Chill and Magnum Euphoria. These products are a direct response to the Discovery Era, where a staggering 75% of consumers are actively seeking new and exciting ice cream experiences, according to company figures.

The results of QBot's mission to uncover products that are delighting consumers with new and novel experiences found Magnum's mood-based offerings to be a standout example.

Here's are some of the themes that people raised to explain their enthusiasm and account for market success:

UNIQUE FLAVOR AND TEXTURE COMBINATIONS

Consumers are drawn to the distinctive flavor profiles and textures offered by Magnum's innovation. The introduction of flavors like white chocolate and raspberry provides a refreshing alternative to traditional options. The surprising cores and tangy fillings elevate the taste experience, while the rich texture contributes to a satisfying sense of indulgence that consumers crave.

INDULGENCE AND REWARD

The innovations are perceived as an indulgent treat and promise emotional states that people find motivating. This positioning makes Magnum a go-to choice for those seeking a rewarding dessert experience.

Magnum's Chill and Euphoria:

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MARKETING AND ACCESSIBILITY

Magnum's effective marketing strategies and widespread availability play a crucial role in attracting consumers. Eye-catching advertisements and in-store promotions enhance product visibility and encourage trial among potential customers. The convenience of finding Magnum in grocery stores, rather than solely in restaurants, adds a touch of luxury to everyday life, making indulgence more accessible.

INCLUSIVE VEGAN OPTIONS

The introduction of vegan Magnum ice creams has broadened the product range and fostered inclusivity. Consumers who prioritize plant-based diets appreciate the availability of vegan flavors, such as Magnum Blueberry, allowing them to partake in the indulgent experience without compromising their values.

COST-EFFECTIVENESS

Magnum is regarded as a cost-effective option compared to other premium ice creams and popsicles. Participants noted that Magnum offers comparable quality at a lower price point, enhancing its appeal to budget-conscious consumers without sacrificing the indulgent experience.

SOCIAL INFLUENCE AND RECOMMENDATIONS

Social dynamics play a significant role in consumer choices, with family and friends often influencing decisions to try Magnum ice creams. Recommendations from trusted sources, such as a family member mentioning the product, can ignite curiosity and lead to positive experiences, further driving consumer interest and loyalty.



Why Antifragile Product Portfolios can help brands thrive in the discovery era.

By turning potential failures into growth opportunities, antifragile brands continuously optimize their portfolios and keep consumers engaged.

In the fast-moving consumer goods (FMCG) market, traditional strategies like advertising and pricing are losing effectiveness. To stay competitive, brands must adopt an antifragile approach, where they not only withstand market volatility but also grow stronger by continuously adapting. This goes beyond resilience and robustness, encouraging constant product innovation, portfolio evolution, and consumer engagement.

Antifragility, a concept developed by Nassim Nicholas Taleb, thrives on stress

and challenges. For brands, it means launching new or reformulated products that meet shifting consumer preferences, leveraging the "Build, Measure, Learn" cycle from the Lean Startup methodology. This iterative process allows brands to minimize risks, gather real-world feedback, and continuously refine products to stay ahead of competitors.

Rather than viewing failure as a setback, antifragile brands see it as an opportunity for learning and growth, in line with Eric Ries' concept of innovation accounting. This mindset supports a brand's long-term success, especially in the digital age where social media drives consumer attention towards new products over traditional advertising



Why Antifragile Product Portfolios can help brands thrive in the discovery era.

Examples of antifragility in action include Desperados, which releases seasonal products to fit regional tastes, and Lotus Biscoff, which expanded its offerings with new formats like spreads. By testing, refining, and launching products, these brands stay relevant and responsive to market trends, keeping consumers engaged.

Ultimately, antifragility allows brands to innovate cost-effectively, responding

quickly to consumer demands. Strategic partnerships and advanced analytics also help optimize product-market fit. This continuous innovation and engagement enable brands to navigate uncertainty, remain top of mind, and thrive in the ever-evolving FMCG landscape.

For brands seeking to adopt this approach, MMR's Product Hub offers a tailored solution for testing and iterating product ideas.





Journey into the Discovery Era with Product Hub

The world's leading consumer packaged goods brands can save time and boost efficiency with Product Hub: A revolutionary new product testing platform that is backed by MMR Research's 35 years of product expertise.

Product Hub simplifies and accelerates the product testing process, enabling easier and more effective innovation.

Our team of product and sensory experts provides support at every step, delivering actionable insights you can depend on.

Book a demo today

and be among the first to experience the platform's unmatched precision, efficiency, and reliability, bringing your products to market quicker than ever before.

You can arrange your demo by scanning the QR code on your smartphone.

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