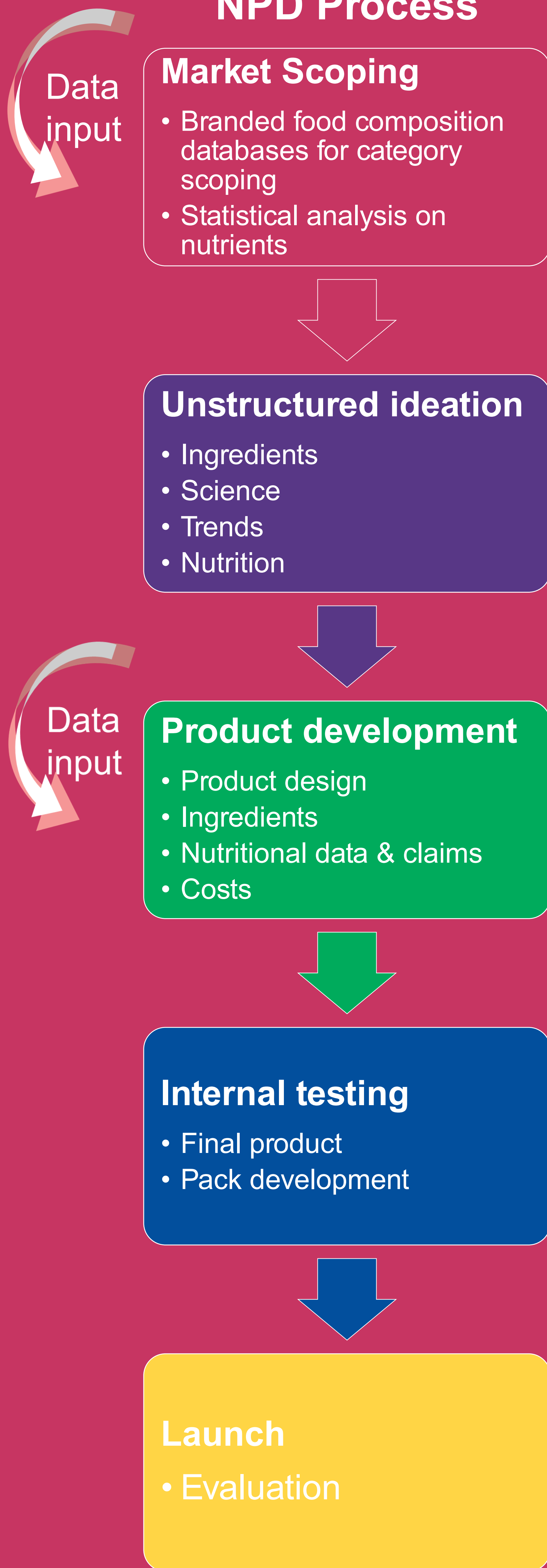


NPD Process



In the *Nutritious by Design* framework, data inputs are strategically integrated at critical stages of the New Product Development (NPD) process.

Market Scoping informed with food composition data



Inclusive **branded food databases** support market scoping by enabling more **accurate** identification of gaps and opportunities, **with a strong focus on nutrition** within specific product categories.

Through **statistical analysis of macronutrients, nutrient profiles, and top-performing products for specific nutritional parameters** (energy, protein, fat etc.), food producers can better understand their **competitive positioning** within the nutritious product spectrum.

Analysis of **labelling information**, particularly **health and nutrition claims** also contributes insights to the market analysis phase.

Product Development informed with food composition data

The outputs of this data analysis then **inform the ideation phase** of product development. Rather than relying solely on unstructured creativity, teams are supported with **evidence-based stimuli**.

Food data from branded, packaged products can guide decisions on **ingredients, formulations, levels of processing, and potential nutrition-oriented marketing messages for consumer**, establishing a strong foundation for the product development process.



The *Nutritious by Design* framework supports the development and launch of innovative, nutritious and well-positioned products, by embedding data-driven decisions at every stage of the product development process.