

Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products
 - <http://globalfoodforums.com/new-food-products-emerging-markets/> - Composed May 2005

APPENDIX VIII – RESULTS OF “COUNTRY ON LABEL” ANALYSIS

Brazil				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with Brazil on Label	156	98%	144	67%
Total Products from Unknown Country	1	1%	54	25%
Total Products with Foreign Countries	2	1%	18	8%
Total Products Sampled (n)	159	100%	216	100%
Total Products for Year	1847		1020	
Total Records for Year	1453		640	

China				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with China on Label	95	69%	105	58%
Total Products from Unknown Country	26	19%	31	17%
Total Products with Foreign Countries	17	12%	44	24%
Total Products Sampled (n)	138	100%	180	100%
Total Products for Year	2864		867	
Total Records for Year	2861		825	

Egypt						
New food and beverage products, line extensions, or reformulations - not new packaging						
	2004		2001		2000 (new country)	
	Total	Percent of sample	Total	Percent of sample	Total	Percent of sample
Total Products with Egypt on Label	22	19%	43	11%	13	33%
Total Products from Unknown Country	15	13%	59	16%	14	36%
Total Products with Foreign Countries	77	68%	272	73%	12	31%
Total Products Sampled (n)	114	100%	374	100%	39	100%
Total Products for Year	566		374		39	
Total Records for Year	590		299		41	

Germany		
New food and beverage products, line extensions, or reformulations - not new packaging		
	2004	
	Total	Percent of sample
Total Products with Germany on Label	299	79%
Total Products from Unknown Country	21	6%
Total Products with Foreign Countries	60	16%
Total Products Sampled (n)	380	100%

Total Products for Year	3858	
Total Records for Year	2680	

India				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with India on Label	22	22%	111	65%
Total Products from Unknown Country	6	6%	18	10%
Total Products with Foreign Countries	55	54%	43	25%
Total Products Sampled (<i>n</i>)	101	82%	172	100%
Total Products for Year	789		814	
Total Records for Year	710		593	

Malaysia				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with Malaysia on Label	103	54%	137	51%
Total Products from Unknown Country	8	4%	18	7%
Total Products with Foreign Countries	78	41%	115	43%
Total Products Sampled (<i>n</i>)	189	100%	270	100%
Total Products for Year	1383		270	
Total Records for Year	1379		160	

Mexico				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with Mexico on Label	233	86%	79	77%
Total Products from Unknown Country	1	0%	3	3%
Total Products with Foreign Countries	36	13%	20	20%
Total Products Sampled (<i>n</i>)	270	100%	102	100%
Total Products for Year	2778		204	
Total Records for Year	2129		206	

Singapore				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with Singapore on Label	25	25%	37	24%
Total Products from Unknown Country	13	13%	25	16%
Total Products with Foreign Countries	62	62%	95	61%

Total Products Sampled (n)	100	100%	157	100%
Total Products for Year	1041		787	
Total Records for Year	1007		492	

USA			
New food and beverage products, line extensions, or reformulations - not new packaging			
	2004		
	Total	Percent of sample	
Total Products with USA on Label	141	97%	
Total Products from Unknown Country	2*	1%	
Total Products with Foreign Countries	2	1%	
Total Products Sampled (n)	145	100%	
Total Products for Year	17380		
Total Records for Year	11132		

* Of the three records of unknown origin of the 111 investigated, one had 10 products in its line. This gave the impression that some 9% of the products introduced into the USA were of unknown origin. However, only 55 out of the 11,132 records (0.49%) for the year 2004 had 10 or more products associated with them. Thus the one record of 10 products of unknown origin was considered an outlier and thrown out.

Vietnam				
New food and beverage products, line extensions, or reformulations - not new packaging				
	2004		2001	
	Total	Percent of sample	Total	Percent of sample
Total Products with Vietnam on Label	93	46%	85	55%
Total Products from Unknown Country	23	11%	11	7%
Total Products with Foreign Countries	87	43%	59	38%
Total Products Sampled (n)	203	100%	155	100%
Total Products for Year	2064		314	
Total Records for Year	2058		246	

Vietnam				
Comparison of local vs. foreign country on label, removing unknowns				
<i>(Data not normalized due to concerns of skewing data)</i>				
	2004		2001	
	Total With Vietnam on Label	93	52%	85
Total with Foreign Countries	87	48%	59	41%
Total known	180	100%	144	100%