

Better Homes And Gardens Best New Product Awards Program Announces 2016 Winners As Voted On By More Than 38,000 Consumers

Companion BrandSpark/BHG American Shopper Study Reveals 70% of Americans Will Pay More for New, Innovative Products

NEW YORK, Feb. 3, 2016 /PRNewswire/ -- *Better Homes and Gardens*, with leading market research firm BrandSpark International, today announced the winners of the **2016 *Better Homes and Gardens Best New Product Awards***. The Best New Product Awards program (BNPAs) honors consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care, Household, and Kids. It is the leading consumer-voted CPG awards program in North America. The full list of this year's 74 winning products can be found online at BHG.com/BestNewProductAwards.

"The sheer number of new products that appear on store shelves each year can be overwhelming to consumers," said Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. "For the eighth consecutive year in the U.S., the Best New Product Awards and companion BrandSpark/*BHG* American Shopper Study distinguish the products that are truly innovative, and provide manufacturers with important insights on what Americans are looking for while they shop."

The winning products were determined solely by more than 38,000 consumers who participated in an extensive nationwide survey, conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens*. The 2016 survey had 243 entries and 74 winning products across a range of categories. *Better Homes and Gardens* will showcase the winners and select insights within its print, broadcast and digital properties.

"*Better Homes and Gardens* is continuously looking for ways to inspire and ease the lives of our readers," said Christine Guilfoyle, Senior Vice President & Group Publisher, *Better Homes and Gardens*. "The *Better Homes and Gardens* Best New Product Awards offer solutions to consumers in the marketplace – highlighting the best in value, convenience and innovation."

Consumers can enter the "Best New Product Awards Shopping Spree Sweepstakes" and win \$1500 to purchase all 74 winning products. The sweepstakes will be live starting February 2nd through June 30th. For more information about the *Better Homes and Gardens* Best New Product Awards winners, visit: www.BestNewProductAwards.com.

In addition to determining the winning products, the BrandSpark/*BHG* American Shopper Study uncovers what is on the minds of American shoppers. Some highlights from this year's survey are:

NEW PRODUCT INTEREST: Seventy-five percent of consumers like trying new products. Seventy percent of shoppers say they will pay a little more for a new product that appears to be better than what was previously available.

BRAND LOYALTY & SHOPPING HABITS: Product innovation is as important as ever to capture shopper attention, as 44% say they are less brand loyal than they were a few years previously. Deals continue to drive trial, with 50% reporting they use coupons from coupon circulars "most weeks", and

26% now using a coupon-app on their smartphone, often in addition to print coupons.

FOOD AND HEALTH: While 7 in 10 Americans are making some changes in order to live healthier, 67% are skeptical of the health claims they see on products. Although health is important, 63% agree that indulgent foods that are not all that healthy are sometimes worth it anyway.

COOKING AT HOME: Sixty-nine percent of American shoppers say they enjoy cooking. An even greater proportion, 77%, says they try to prepare food at home as often as they can, driven by enjoyment and financial motives. Shoppers love products that offer great taste and convenience, at a good value.

BEAUTY AND PERSONAL CARE: Sixty-two percent of beauty shoppers believe that ongoing research and development is consistently leading to more effective beauty products, and they don't think these only come from prestige brands: sixty-three percent believe it is often possible to get the same effect from mass market brands.

OVER-THE-COUNTER HEALTH: Price is not always number one in OTC: Sixty-six percent agree that they will often spend a lot more for health products they know work. "Natural" resonates with health product shoppers, with 53% saying they opt for natural products, so long as they don't compromise on efficacy.

HOUSEHOLD CARE: Household care products are rarely an impulse buy. Just 21% say they often make impulse purchases in the segment. Yet, household shoppers are looking for new things: sixty-one percent look for products that are more environmentally friendly, 51% are interested in "natural" cleaners, and 72% appreciate multi-purpose household care products that are perceived to add convenience and value.

About the 2016 BrandSpark/Better Homes and Gardens American Shopper Study

The 2016 BrandSpark/Better Homes and Gardens American Shopper Study presents the results of America's most comprehensive shopper trends and behavior survey. More than 38,000 respondents contributed with data weighted to a national profile of shoppers. The BrandSpark Shopper Study was also conducted in Canada for the 13th year. For more information, visit www.BrandSpark.com

About Better Homes and Gardens

Better Homes and Gardens serves, connects and inspires readers who infuse color and creativity into each aspect of their lives. Reaching 40 million readers a month via the most trusted print magazine, the brand also extends across a robust website, multiple social platforms, tablet editions, mobile apps, broadcast programs and licensed products. *Better Homes and Gardens* fuels our reader's passions to live a more colorful life through stunning visuals, a balance of substance and surface, and a blend of expert and reader ideas. *Better Homes and Gardens* is published 12 times a year by Meredith Corporation, with a rate base of 7.6 million.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com

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