

Market Intelligence Digest

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The EMB or the Department of Trade and Industry (DTI) is mandated to oversee the development, promotion and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.

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Ingredient to Watch in 2019: Adaptogens

Botanical and herbal ingredients known as adaptogens may be able to help people relax, sleep better and recharge. Stress can impact the length and quality of sleep, particularly as technology has made it harder for people to 'clock out'. Adaptogens are said to increase resistance to physical, chemical and biological stress.

Adaptogens offer consumers a new way to cope with stress

What are adaptogens?

'Adaptogen' is the latest buzzword in the health and wellness space. Although there is no legal definition, adaptogens are generally defined as any ingredient that can help the body to better cope with physical or mental stress.

Why it has potential

Stress and anxiety are common problems faced by consumers around the world. There are opportunities for food and drink manufacturers to incorporate adaptogens into products for stressed out consumers to help them gain control over their stress.

Adaptogens are still niche but have potential

Ancient and traditional medicine can be a source of inspiration for adaptogens. For example, ginseng is revered in Traditional Chinese Medicine (TCM) and has long been used as a tonic for its restorative properties and may help to improve stamina, concentration, and stress resistance.

Medicinal mushrooms are used across the globe for medicinal purposes, and some, such as chaga, reishi, and cordyceps, are cited as having adaptogenic properties. Mushroom coffee is beginning to appear on the market, offering consumers a range of functional benefits. In the US, Four Sigmatic offers mushroom coffee that it claims can boost brain power and increase productivity without the side effects that some people experience when drinking 'regular coffee'.

Other emerging adaptogenic ingredients to watch include maca, moringa, holy basil, ashwagandha, rhodiola rosea and amla (Indian gooseberry).

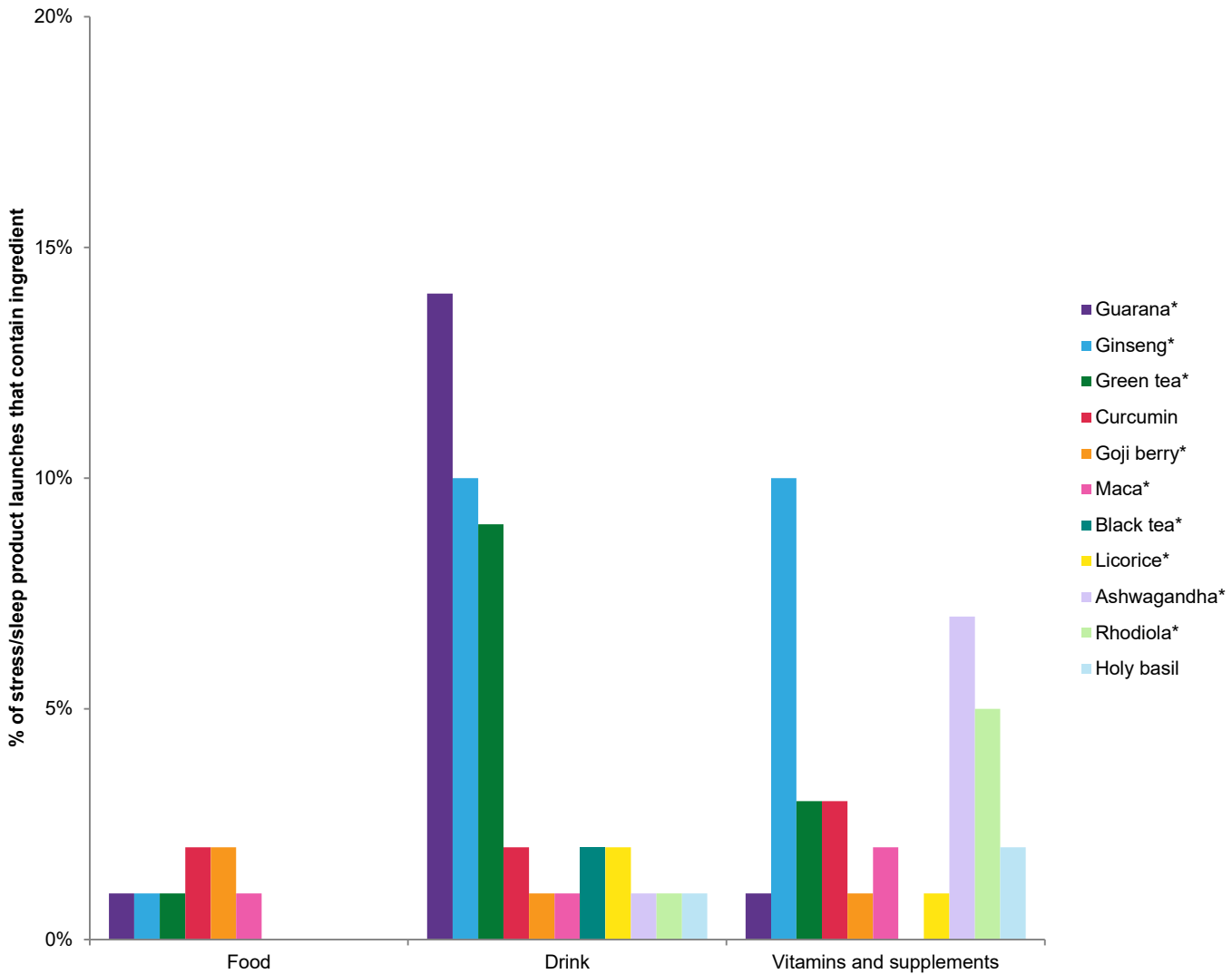
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Adaptogens are still niche but have potential

Among products with a stress/sleep functional claim, adaptogenic ingredients are more common in beverages and vitamins/supplements than in food.

Global: food, drink, and vitamin/supplement launches with a sleep/stress claim, % of launches with select adaptogenic ingredients, by super category, 2014-18



Help consumers manage their stress

In addition to awareness of the negative impact of stress on overall health, there is a need for consumers to feel more in control of their stress.

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Experiment with adaptogens in beverage categories



Adaptogenic blend of panax ginseng, turmeric and cinnamon



Assortment includes reishi, schizandra, and ashwagandha as adaptogens

Introduce consumers to adaptogens by starting in the beverage category. Already, stress and sleep functional claims are more common in beverages than in food or vitamins & supplements.

Juices with relaxation benefits can be specifically developed to help students who are stressed about their education, helping them calm down before an important test or event.

Promote the stress-reducing benefits of adaptogens to appeal to consumers

Food and drinks with functional stress-reducing ingredients should also be explored as self-care products.