

Market Intelligence Digest

Volume 1 Issue No. 5 | April 2019



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Edible Beauty: What's New?

In today's image-conscious society, brands should leverage the beautifying properties of food ingredients and explore format innovation.

Mintel recommends

Innovate with plant-based protein

Plant-based proteins could provide skin nutrition in food, drink, and supplements and create an appeal to consumers who desire for healthier and "cleaner" lifestyles.

Apply traditional and ancient medicine wisdom

Traditional foods and ancient medicinal ingredients can provide inspiration for edible beauty product innovation, as consumers yearn for authentic connections to history or traditions that produce a positive image and an inherent element of trustworthiness. However, such ingredients need to be defined and proven effective.

Go beyond supplements

Beauty food brands are now moving beyond supplements to food and drink categories such as juices, snacks, and desserts.

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Why is "edible beauty" becoming the industry's next big thing?

"Edible beauty," also known as nutricosmetics or ingestible beauty, is one of the hottest concepts in the beauty industry, with innovations being seen in the supplement, food, and drink space. Brands are being supported by celebrities such as Gwyneth Paltrow and Jennifer Aniston who attest to the effectiveness of edible beauty products.

Brands are starting to formulate food, drink, and supplements brimming with ingredients that offer beauty benefits such as anti-ageing and improving skin health. This concept is projected in Mintel's 2016 Global Food & Drink Trend [From The Inside-Out](#), which discusses the new emphasis on food and drink products that are formulated to help people's physical appearance and personal wellness.

Combine plant-based proteins with other plant-based ingredients for broader health benefits

Brands can blend together different plant-based proteins for edible beauty formulas. The addition of adaptogenic ingredients like medicinal mushrooms and ashwagandha can provide energy sustenance, protein replenishment, and anti-stress effects. Meanwhile, the right blend of plant proteins could create a robust multi-functional or total body support product.

The Nue Co. Plant Protein + Gut Food Supplement Powder meanwhile is made with a blend of organic yellow pea and hemp protein with pre and probiotics to promote the gut and deliver all nine essential amino acids in a digestible and bioavailable protein base to rebuild lean muscle and enrich hair, skin, nails, and the immune system.



[The Nue Co. Plant Protein + Gut Food \(US\)](#)

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Volume 1 Issue No. 5 | April 2019

Associate plant-based protein with Active Beauty Trend



[WelleCo Plant Protein Powders](#) (Australia)

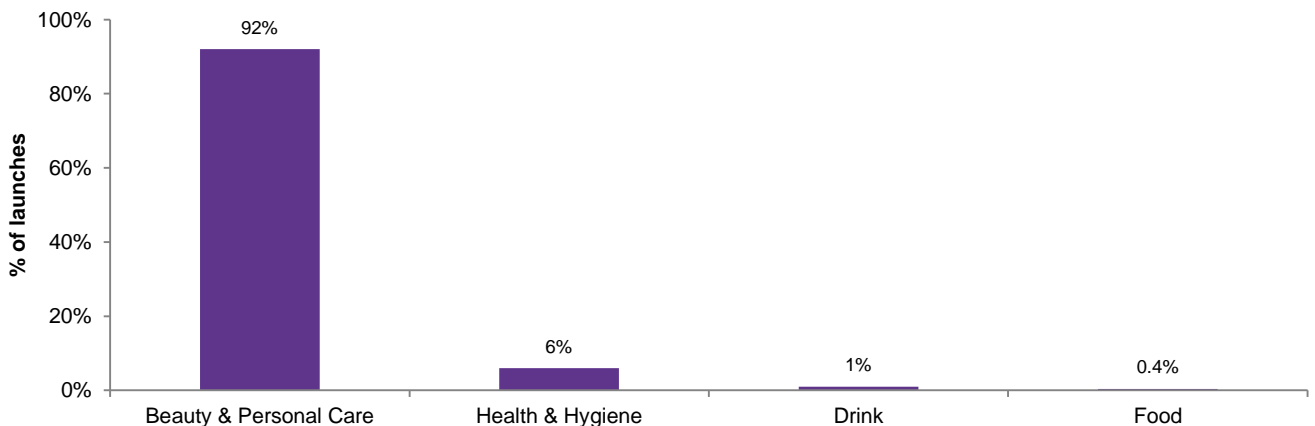
Edible beauty products containing plant-based protein could also help women achieve their active lifestyle goals. Plant-based proteins not only restore skin elasticity, skin firmness, and hair strength but also provide energy before a workout and replenish proteins in muscles after a workout.

[Strong is the new skinny](#) or the "girls with guns" concepts have gained significant coverage on social media and have been embraced by women and are considered to be the newest female beauty ideal. This was predicted by Mintel's 2017 Beauty & Personal Care Trend [Active Beauty](#), which outlines how consumers are being encouraged to exercise their bodies and brains, and how beauty brands will formulate products to help them in their quest for health and fitness.

Get influenced by Ayurveda

Ayurveda is an ancient system of medicine that originated in India and is considered one of the world's oldest medical systems. In recent years, Ayurveda has gained popularity in food and drink innovation due to its holistic, traditional, and functional approach.

Global: share of super categories in Ayurveda* product launches with beauty-related claims, September 2013-August 2018**



Base:* products with Ayurveda or Ayurvedic stated on the packaging; ** beauty benefit-related claims include functional – beauty benefits, functional – skin, nails & hair, UV protection, beauty-enhancing claims

Source: [Mintel GNPD](#)

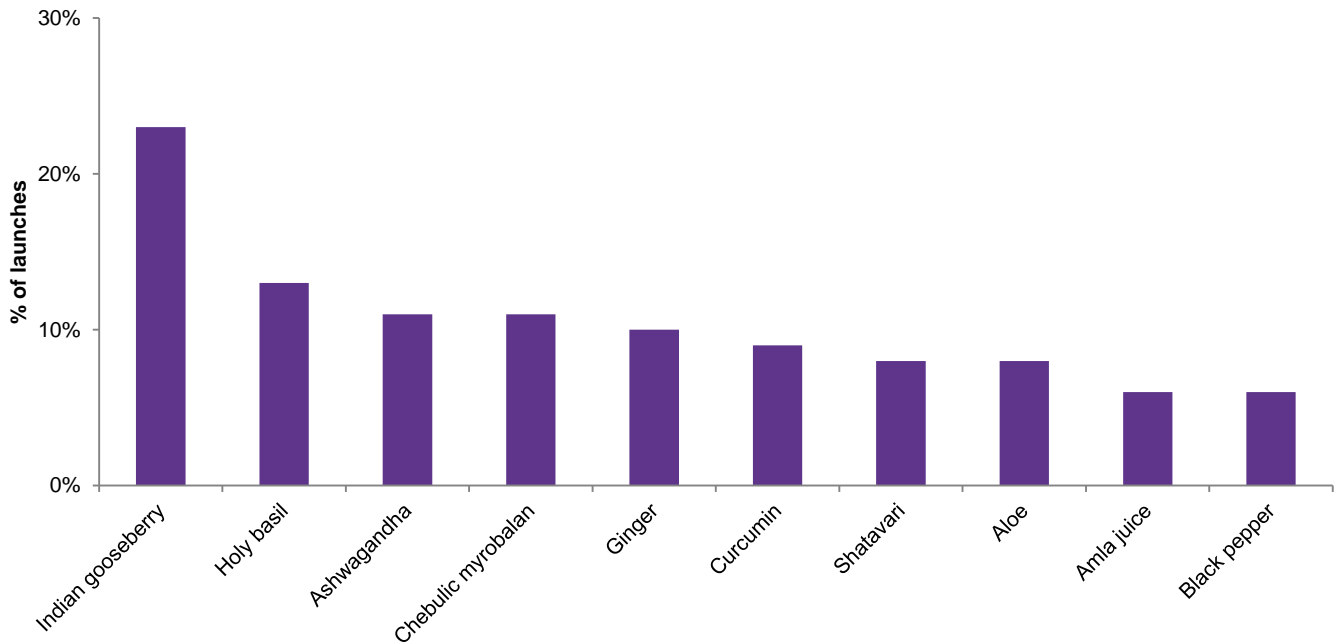
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Be familiar with Ayurvedic ingredients for edible beauty

Global: share of select ingredients in Ayurveda* food, drink, and supplement launches with beauty-related claims**, September 2013-August 2018



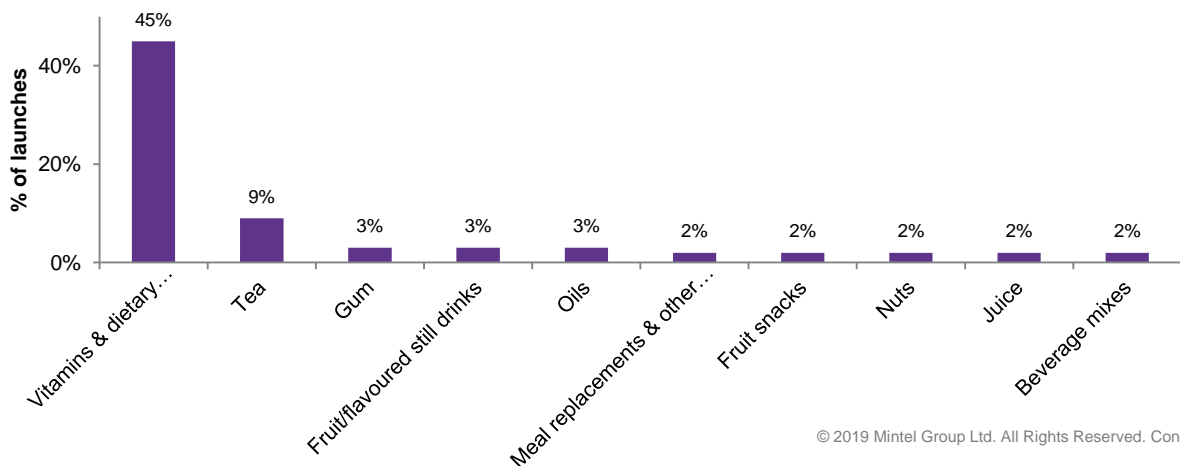
Base:* products with Ayurveda or Ayurvedic stated on the packaging; ** beauty benefit-related claims include functional – beauty benefits, functional – skin, nails & hair, UV protection, beauty-enhancing claims

Source: [Mintel GNPD](#)

Extend the edible beauty trends into different categories

Innovation in edible beauty has now been introduced in a number of categories beyond supplements.

Global: share of sub-categories in food, drink, and supplement product launches with beauty-related claims, September 2013-August 2018



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Incorporate edible beauty benefits into fruit snacks

When it comes to healthy snacking, consumers are likely to reach for any of a wide range of packaged better-for-you snacks such as fruit chips, fruit sticks, or alternative chips.

Opportunity exists for packaged fruit snacks to flourish in the edible beauty segment due to their inherent beauty benefits, portability and convenience, as well as the increased trend toward healthy snacking among consumers, younger consumers especially.

Applying the benefits of fruit ingredients in edible beauty snacks



Red dates for complexion

[Good Date Original Flavoured Crispy Jujube Slices \(China\)](#) is made using fleshy red dates from Xinjiang, China, and are said to promote a healthy complexion and aid in beauty.



Prunes for healthy hair and skin

[Neo Premium Pitted Dried California Prunes \(India\)](#). Prunes are rich in vitamin A, antioxidants, potassium, and iron, which help keep the skin and hair healthy, slow down the ageing process, and delay the development of wrinkles.



Yellow-pigmented fruits for skin health

[Man Guo Assorted Dried Fruit for Beauty \(China\)](#) contains carotene, which is beneficial to eyes and nourishes skin, and lemon, carambola, and yellow peach that inhibit free-radicals, increase skin elasticity, whitening, and nourish skin.