

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019



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.

Export Marketing Bureau

G/F and 2/F DTI International Bldg.

375 Sen. Gil Puyat Avenue

Makati City 1200, Philippines

Tel. No.: (632) 465 3300

Fax No.: (632) 899 0111

<http://www.dti.gov.ph/exports/>

<http://tradelinephilippines.dti.gov.ph/>

The Mintel logo, which consists of the word 'MINTEL' in a bold, sans-serif font inside a yellow speech bubble shape.

The world's leading market intelligence agency

Mintel covers around 38,000 product launches a month.

They track product innovation across 62 markets globally.

Mintel GNPD

Global new products:
Tracked, analyzed, explained.

With global coverage of key new products launched, Mintel GNPD (Global New Products Database) is your destination for data, analysis and insight on CPG product innovation.

To find out more about Mintel and how to get started, reach out to **Rhoel** at rrecheta@mintel.com or **Gilyanne** at gblancaflor@mintel.com

What's trending in Thailand's functional drinks? (Part 2)

The current lifestyles of Thai consumers, characterized by longer hours on screens and high levels of stress, pose an opportunity in eye and mental health.

Key innovation trends impacting the Thai functional drinks market

Tapping into Mintel Global New Products Database (GNPD), this section identifies and compares new launches in the category, showcasing innovation concepts that you can apply to your next new product.

Mintel recommends

☐ *Explore natural remedies*

Brands are using natural ingredients such as traditional herbs, fruits, vegetables and seeds to deliver functional benefits.

☐ *Sell the ingredients*

Highlighting hero ingredients is another approach to reach out to consumers, especially in the area of beauty enhancement.

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019

❑ *Tap into lifestyle needs*

Functional drinks become more lifestyle-targeted. Brands are emphasizing brain health and de-stress benefits as well as products designed for an active lifestyle.

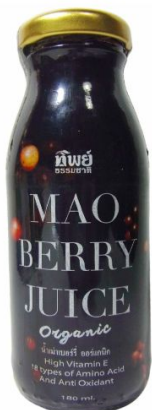
Explore natural remedies

As consumers increasingly seek a natural approach to maintain their health, some brands have explored the properties of natural ingredients to develop their products.

Local herbs and fruits serve as key ingredients to deliver functional benefits that help lift the natural appeal of products. Some brands also communicate the source of their ingredients to create a story and show the superiority of their product.

Moving forward, brands can explore the use of processing techniques such as fermentation, sprouting or extracting processes to enhance the health benefits of raw ingredients. Product design, story and overall communication can help modernize the image and perception of some local herbs and ingredients.

Fruit ingredients feature in functional launches



Mao berry

[Thip Nature Organic Mao Berry Juice](#) is free from preservatives and artificial coloring and flavoring. It is high in vitamin E and contains 18 types of amino acid and antioxidants, which help slow down ageing.

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019



Pure mangosteen juice

[100% Extra Pure Mangosteen Juice](#) is said to provide a powerful source of antioxidants. The 100% pure juice is free from preservatives, artificial colors and added sugar. This product was on display at THAIFEX 2018 in Bangkok.



Mixed with carrot and tomato

[Prune Essence Concentrate Mixed with Carrot and Tomato](#) contains tomato extract, is high in fiber and contains 100% vitamin E, which increases fiber in the digestive tract and stimulates the excretory system.

Sell the ingredients

Due to tight regulation, many functional brands are avoiding using direct functional claims on-pack. On the other hand, they are using functional ingredients as a key selling point to reach out to their target consumers.

This approach is prominent in functional drinks targeting women. Many brands are focusing their communication on beauty-enhancing ingredients that are known for their beauty properties.

Future innovation in the edible beauty space can take inspiration from trending ingredients in beauty categories. In more developed markets, we see some beauty ingredients, such as [Hyaluronic acid and coenzyme Q10](#), flowing into edible beauty.

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019

Collagen drinks



Collagen enriched with vitamin C

[Scotch Collagen-Aora Beverage](#) has been relaunched with a new recipe. The product contains collagen peptide extracted from deep-sea fish and is enriched with vitamin C, which inhibits free-radicals and helps to generate bone cartilage.



1000mg collagen

[Sappe Beauti Lychee Flavoured Jelly Carrageenan with Collagen](#) contains konjac with 1,000mg collagen plus vitamin C and 10% white grape juice. The product contains antioxidants.



Cold extracted collagen

[White Grape Cold Extracted Collagen Drink](#) is formulated with 1,000mg of cold-extracted collagen from Abalone and sea fish, zinc, and white grape juice mixed with honey and lemon.

L-glutathione



250mg of L-glutathione

[Blink Gluta MAXX L-Glutathione Drink](#) contains white grape juice mixed with 250mg of L-glutathione. It is enriched with vitamins C and E, which inhibit free-radicals and help to generate collagen and bone cartilage.

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019

Tap into lifestyle needs

Some functional products are targeting different areas of health needs based on consumers' lifestyles. For instance, the growing interest in doing exercise has created opportunities in high-protein drinks designed for exercise-related benefits.

There are also functional products that target students or office workers by highlighting brain function benefits or relaxation claims. Given the greater awareness of mental wellbeing among Thai consumers, this could be the area that brands can further explore.

As consumers' lifestyles change rapidly, there are opportunities for functional drink producers to target wider areas apart from brain health or workout-related benefits, such as energy-refilling for students and office workers or products that promote eye health.

High-protein targets active lifestyles



Protein water

[Moove Lemon Splash Flavoured Whey Protein Water](#)

contains 20g whey imported from the US, 500mg L-carnitine and stevia extract as a natural sweetener. It is free from preservatives, fat and sugar.



For for pre- and post- workout

[Hooray! Better Classic French Vanilla High Protein Milk](#)

is made with all-natural ingredients, whey, casein, and classic French vanilla, and is free from preservatives. It contains 20g of real milk protein.

Market Intelligence Digest

Volume 1 Issue No. 8 | May 2019



Workout recovery and weight control

[Maximus Strawberry Flavoured Whey Protein Isolate Shake](#) is a high-protein shake, with 30g of protein, and is said to help workout recovery, sustained energy and weight control.

Brain and mental enhancement



Maintain nervous system

[Brand's Gen U Ginsenoside Gen Pro Beverage Drink](#) derived from American and Asian ginseng is rich in vitamin B12 and is said to help maintain the brain and nervous system.



Promote nervous and brain functions

[Pow Durance Mixed White Grape and Redcurrant Flavoured Electrolyte Beverage](#) contains redcurrant extract, and provides energy to the cells in the body, generating more energy and promoting nervous and brain functions.



Promote relaxation

[Honey Yuzu with Yuzu Peels](#) is high in fibre and vitamin C and made with 8% yuzu from Kyushu, Japan. It is said to promote relaxation, and is abundant in minerals such as potassium. This product was on display at THAIFEX 2017 in Bangkok.