

Market Intelligence Digest

Volume 1 Issue No. 11 | July 2019



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Mushrooms: A Trending Beauty Ingredient (Part 1)

The beauty and wellness potential of mushrooms make them a trending ingredient across multiple beauty and personal care categories.

Mintel recommends

✓ Offer a holistic approach to beauty

Mintel BPC Trend *Beauty with a Brain* highlights consumers' interest in products that **balance the mood**, while reducing skin anxiety and irritation. The natural biodiversity of fungi makes them a versatile ingredient with potential in establishing a **mind-body connection**, with emotional and physical benefits from **anti-stress to energy**.

✓ Harness mushrooms' rich nutrient profile

As consumers become more knowledgeable about the **quality and provenance of ingredients**, the generous nutrient profile of diverse mushroom species can help brands to develop products that respond to complex needs. Their richness in **vitamins, minerals and antioxidants** creates opportunities across all BPC categories.

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✓ Focus on wellness benefits

Medicinal mushrooms, already known from traditional Chinese medicine, are increasingly cited as [adaptogens](#), helping the body to better **cope with physical or mental stress**. Adaptogenic ingredients can adjust to the user's individual needs to restore balance where needed, thus tying in with the **focus on wellness** lifestyles.

Mushrooms are becoming an increasingly common health and wellness ingredient

In 2016, Mintel predicted mushrooms' potential as beauty superfoods, powered by increasing demand for natural ingredients, and advised brands to promote their nutritional content and explore new categories such as hair treatments and conditioners, where moisturizing and conditioning claims are in demand.

In 2018, we named medicinal mushrooms as one of the top five ingredients to watch, and highlighted the potential for innovation in mushroom-based skincare in China, a country that already attuned to the complex virtues and uses of medicinal mushrooms. We showcased the importance of molecular level communication of these ingredients to appeal to younger Chinese consumers interested in better understanding the science behind beauty.

The gradual increase of mushroom extracts used in new BPC product launches over 2015-19 is proof that this ingredient, with a strong adaptogenic potential, offers great opportunities for boosting beauty formulas with anti-stress and wellness benefits. Mushrooms are reputed for their rich nutrient profile, full of B vitamins, skin-essential minerals like copper, potassium and selenium, as well as a variety of antioxidant compounds.

Additionally, mushrooms even have applicability in developing biodegradable packaging, which will certainly increase the focus on this ingredient in the Sub-Zero Waste era.

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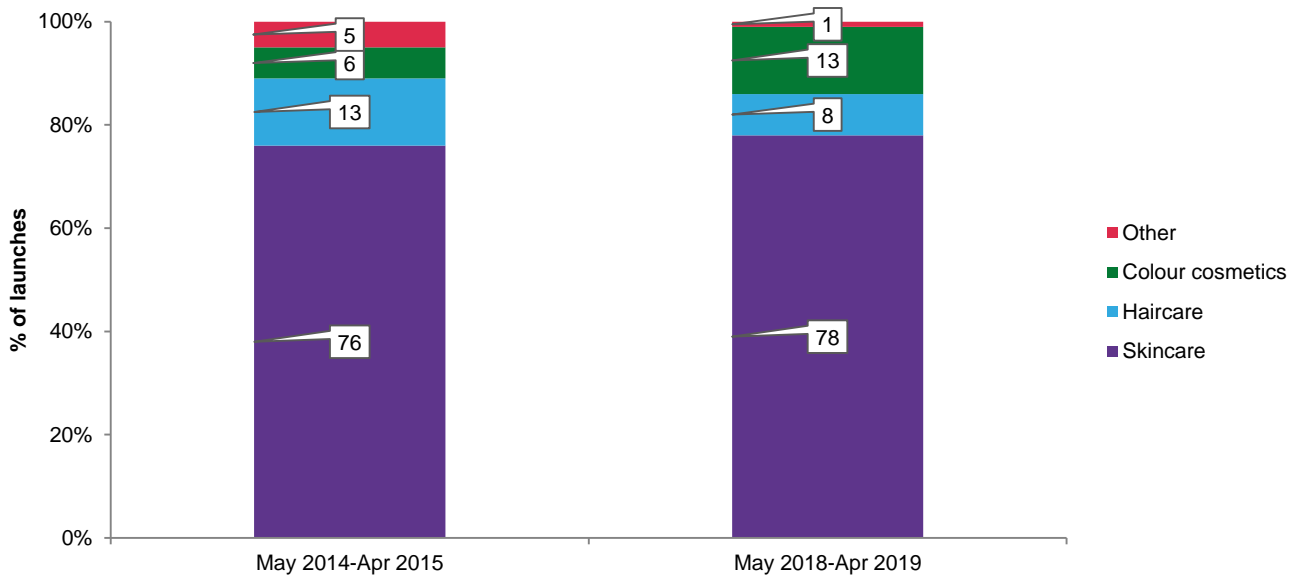
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Mushrooms have highest use in facial care

While still a relatively niche ingredient, the quest for natural and scientifically trustworthy ingredients has prompted a visible increase in the use of mushroom extracts.

Predominantly used in [facial care](#) products, the wide variety of species available and the versatility of nutrients that mushrooms provide can create opportunities in multiple BPC categories.

Global: BPC NPD using mushroom extracts, face/neck care vs other categories, May 2014-Apr 2015 vs May 2018-Apr 2019



Mushrooms boast a wide range of beauty-enhancing benefits

Snow mushroom's moisture retaining ability and songyi's gentle illuminating action make them ideal skincare ingredients, while turkey tail offers thermal protection in hair care and *Fomes officinalis* can help manage skin conditions and boost makeup products with beauty-enhancing benefits.

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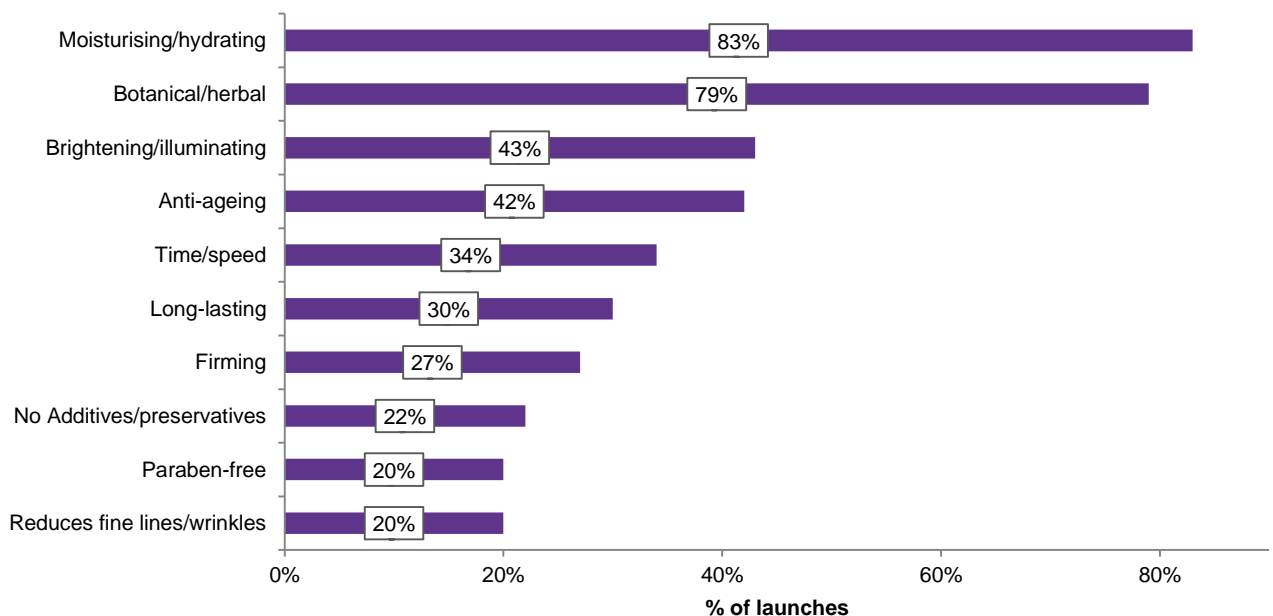
Tremella fuciformis adds a moisture boost

Snow mushroom (*Tremella fuciformis*) is deemed as a plant-based alternative to hyaluronic acid for its [water retention ability](#). As such, one of the most recurring claims associated with this extract is moisturizing, especially in [facial care](#).

A staple ingredient of traditional Chinese medicine, tremella, known as silver ear, was famed as the legendary skincare secret of concubine Yang Guifei, one of the Four Beauties of ancient China. While already a staple ingredient in China and Japan, tremella has seen a significant [rise in launches](#) in the UK, US and Germany in 2018.

Noteworthy beauty enhancing claims, such as **brightening** and **anti-ageing**, contribute to the rise of tremella as a skincare ingredient, in line with the trend promoting the healthy, naturally glowing complexion.

Global: top claims in BPC NPD containing Tremella fuciformis extracts, May 2016-Apr 2019



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Facial skincare using tremella's moisturizing abilities

With 87% of new launches in facial care featuring **moisturizing** claims between May 2016 and Apr 2019, the hydrating virtues of tremella make it an increasingly popular ingredient.



Dryness preventing serum

[The Passion & Beyond Phyto Aqua Aqua Forest Edition Ampule Serum](#)

features *Ganoderma lucidum*, *Trametes versicolor* and *Tremella fuciformis* to form a moisturising shield to prevent dryness and maintain the moisture balance (South Korea).



Lasting moisture mist

[Bioelements Sensitive Skin Soothing Reset Mist](#)

uses Chinese silver ear mushroom for a stronger ability to hydrate and help form a barrier-protective hydration film, keeping skin nourished over longer periods of time (US).



Hydration boost for men

[Vitruvian Man Resurrection Cream SPF 20](#)

is a long-term hydration treatment showcasing silver ear fungus as a natural hyaluronic acid that boosts skin's radiance and retains its moisture (UK).