

Market Intelligence Digest

Volume 1 Issue No. 13 | July 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.

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Functional Brews Move Ready-to-Drink (RTD) Coffee Forward

Coffee with functional and 'plus' attributes is the new RTD frontier, opening opportunities for products that target cross-generational healthy ageing concerns.

Mintel Recommends:

✓ High-protein RTDs resonate

High-protein RTD coffees resonate well with consumers, underscoring an opportunity to capitalize on this 'plus' attribute in product packaging and marketing.

✓ Added probiotics cater to holistic health

RTD coffee formulations that capitalize on consumer demand for probiotics can cater to consumers who are looking to enhance general wellness, as well as rising consumer awareness of the link between gut and brain health.

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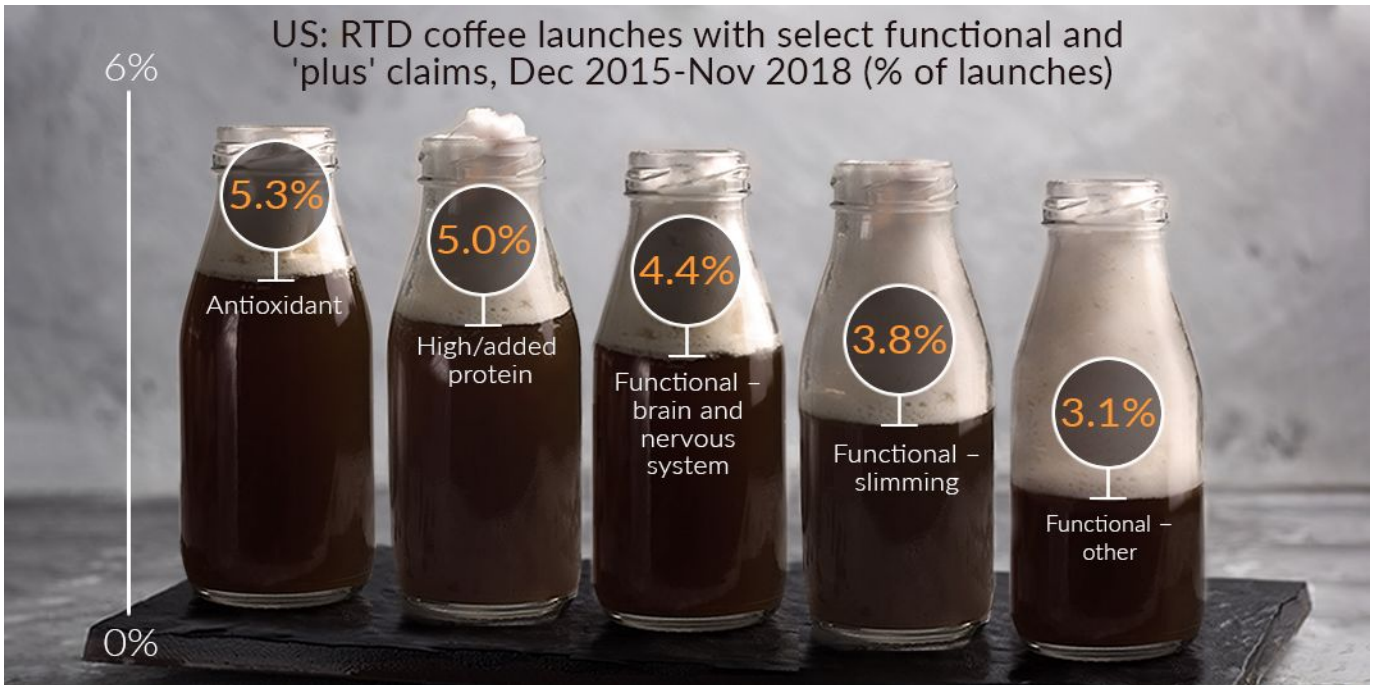
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✓ Neuro-nutrition is the future

Rapidly developing trends in utilizing ingredients that target brain health and vitality, such as nootropics, adaptogenics, and cannabidiol-enhanced formulations, provide ample scope for RTD coffee innovation.

US RTD coffee innovators launch functional and 'plus' brews catering to rising demand for health benefits beyond energy

US: RTD coffee launches with select functional and 'plus' claims, Dec 2015-Nov 2018 (% of launches)



Base: 613 US internet users aged 18+ who drink any RTD coffee; US internet respondents aged 18+ reviewing RTD coffee 22,400 (Jan 2017-Nov 2018)

Source: [Lightspeed/Mintel](#); Mintel GNPD

Functional cold brews cater to an assortment of consumer demands:

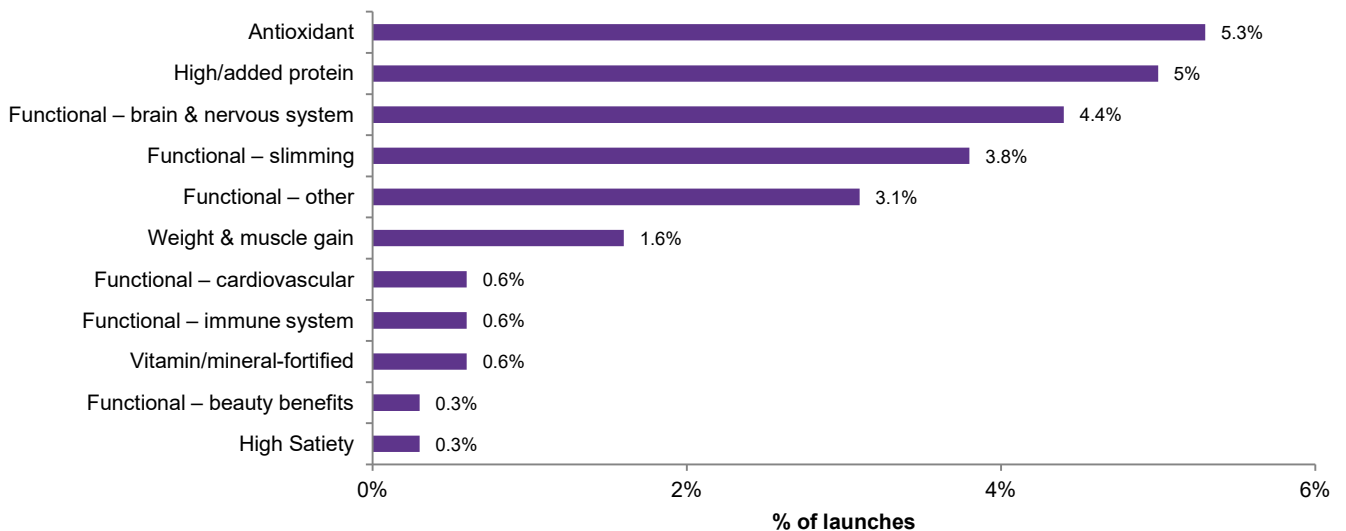
- 47% of US RTD coffee users would like antioxidants in their ideal RTD coffee.
- 40% are interested in coffee that promotes brain health, while anti-inflammatory coffee appeals to 35% and added protein to 35%.

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US RTD coffee innovators launch functional and 'plus' brews catering to rising demand for health benefits beyond energy

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Functional coffees targeting brain health cater to holistic health seekers "Through the Ages"

Mintel's 2019 Food & Drink Trend [Through the Ages](#) notes that healthy ageing has become an opportunity for food and drink development, as consumers view health and wellness as a holistic, proactive and ongoing pursuit.

Researchers are beginning to link [gut health and brain health](#). Probiotics and prebiotics tailored to promoting brain health appeal to consumers who are interested in preventative care and wellness support; [49% of US probiotic supplement users](#) already take probiotic supplements for their general wellbeing.

Indeed, [33% of US RTD coffee users](#) would like to see added probiotics in their ideal RTD coffee drink.

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Focus on neuro-nutrition opens doors for more innovation

Rebbl Super Herb Maca Cold-Brew Coffee & Coconut Milk



This USDA organic coffee is said to be an adaptogen-powered super herb elixir. Maca root is the premier Andean adaptogen, traditionally used to enhance vitality, stamina and energy, and also helps support: healthy energy levels; stamina and endurance; and a healthy stress response.

Kickback The O.G. CBD Cold Brew Coffee



According to the company's website, this 'Original Grind' coffee pairs cold-brew coffee from single-origin shade-grown beans in Central America with 20mg CBD oil from hemp extract. Product contains 80mg caffeine per bottle.

"When you mix CBD with caffeine it creates a calming and alert effect at the same time."

Interest in neuro-nutrition is expected to grow as people seek proactive solutions to managing stress, mental fatigue and reducing the risk of neurological disorders.

Nootropics (supplements that claim to enhance brain power), adaptogens (which help the body cope with physical and mental stress) and cannabidiol (CBD) oil (which has been [linked](#) to managing pain, sleep quality, inflammation and anxiety) are gaining steam in RTD coffee product development.

The opportunity

RTD coffee has an opportunity to ride the wave of increasing interest in functional products that support healthy ageing throughout consumers' lifetimes. Coffee enjoys near-universal appeal and can serve as a recognizable vehicle for introducing consumers to exciting new functional ingredients that support the quest for holistic and lifelong health. RTD coffee brands need to capitalize on the popularity of protein by calling out protein content in products that deliver on this attribute, while staying abreast of the rapidly developing advancements in our understanding of ingredients that support gut and brain health.