

Market Intelligence Digest

Volume 2 Issue No. 03 | February 2020



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

Export Marketing Bureau

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The Mintel logo, which consists of the word 'MINTEL' in a bold, black, 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 86 markets globally.

Mintel Trends

Consumer Trends: Defined, Validated, Decoded.

With current observations of consumer behavior around the world, Mintel Trends helps you understand new markets and what influences consumers.

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

Vegan Haven

Lulu Hypermarket hosted the biggest vegan event in Jeddah.



News brief

Lulu Hypermarket hosted the Hello Vegan festival in December 2019, making it the biggest vegan event in Jeddah.

It was the second time the supermarket chain hosted the event in various stores across the Kingdom with the aim of promoting health food and healthier alternatives. It showcased various vegan food choices along with brands including Ithmid Makeup, an all-vegan makeup brand, and Vegan Dinosaur, a vegan meal plan service.

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Why it matters

While plant-based, gluten-free, and dairy-free are popular global trends in high demand, they are often very expensive and in limited availability. Events that cater to specific dietary needs like veganism can quickly promote local startup brands. They are being used to display the variety of new options on the market and to meet the needs of consumers who are seeking healthier lifestyles. Such events also drive competition to create more supply for the tastiest, most affordable meat alternatives.

81% of Saudi adults agree that they put a lot of thought into what they eat.

Taken from Mintel's 35-market consumer research study.

Source: Lightspeed/Mintel, July 2019, Base: 1,000 urban internet users aged 18-45+

28% of Saudi adults agree that being vegan is an important factor when buying beauty/grooming products.

Taken from Mintel's 35-market consumer research study.

Source: Lightspeed/Mintel, July 2019, Base: 1,000 urban internet users aged 18-45+

What we've seen

Vegan Convenience: Asakusa neighborhood welcomes Japan's first ever all-vegan convenience store, which carries certified vegan snacks and drinks.

Plantasia: Plantasia, the first bar claiming to be totally botanic, has opened in Mexico City with a 100% plant-based menu based on vegetables, flowers, potions, and medicinal shots.

Vegan Hotel Suite: The Hilton London Bankside has opened a vegan-friendly suite.

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What's next

The food, skincare, and fashion industries will continue to diversify their offerings to maximize personalization of products by catering to different dietary requirements and lifestyle changes. Artificial Intelligence (AI) and robotics will help brands to alter their recipes to suit different needs cost-effectively and swiftly without the need to hire and train new staff. Food labels will soon include new symbols and information about how specific ingredients are sourced with smartphone apps using AR to bring this information to life at the touch of a screen.

Supported trends

✓ Experience Is All

Lifecycle: **Established**

Retailers' over-emphasis on speed, convenience, and price has led consumers to crave experiences in brick and mortar spaces and physical places.

✓ Bannedwagon

Lifecycle: **Mainstreaming**

People are focusing on labels, ingredients, and production methods, embracing once-niche ways of living and eating.

✓ Locavore

Lifecycle: **Established**

The local movement is about more than just food – it's a seismic shift in why, where, and how we consume.