

Market Intelligence Digest

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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, consisting 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 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

Heritage Beverage

Cold-pressed juice company Re.juve has launched a line of drinks inspired by Indonesian jamu (traditional herbal tonic).



News brief

The cold-pressed *jamu* contain spices such as ginger, turmeric, curcuma, lemongrass, and galangal to improve the body's immune system.

The heritage-inspired range of cold-pressed drinks is made entirely from fresh ingredients and is also gluten- and lactose-free. The drinks are also available in 50ml volume shot formats.

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Why it matters

Many young consumers are turning to more natural and holistic approaches to maintain their wellbeing, and these consumers are also growing more concerned about what they are putting into their bodies. Despite being known for its health benefits, *jamu* seems to be less popular among younger consumers as it typically has a strong and distinctive bitter taste. With a dash of innovation and modernity, Re.juve has the opportunity to appeal to modern Indonesian consumers, who are looking for the right balance of novel yet familiar indulgent experiences, with added health benefits.

63% of Indonesian consumers aged 45-54 say that ideally, they would like their diet to help them maintain a healthy heart, compared to 50% of those aged 25-44 Taken from Mintel's 35-market consumer research study.

Source: Dynata/Mintel, July 2019, Base: 1,000 adults aged 18+

What we've seen

Beautiful Neem: A store with beauty products containing locally sourced natural virgin neem seed oil has launched in India.

Apple Vending: Chungju City has introduced a vending machine to promote its locally sourced apples.

Making Balinese Liquor Legal: The Bali administration aims to turn the traditional Balinese *arak* (liquor), which is currently prohibited, into a trademark drink of Bali.

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What's next

Many young adults will place a stronger emphasis on food and drink products that are formulated to help improve their personal wellness and physical appearance. In the search for natural, healthy, and slightly unique ingredients, traditional medicines will continue to provide a great source of inspiration for product innovators. In order to attract younger consumers, brands beyond the food and drink sector can create modern interpretations of products containing local, medicinal ingredients.

Supported trends

✓ Total Wellbeing

Buzz: **5** Lifecycle: **Emerging**

Consumers are treating their bodies like an ecosystem and seeking solutions that complement their personal health and evolving needs.

✓ Locavore

Lifecycle: **Established**

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