

# Market Intelligence Digest

Volume 2 Issue No. 10 | March 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.

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## Mintel Trends

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## Ginger can benefit the CSD Category

***Ginger is a growing flavor in Carbonated Soft Drinks (CSDs). Highlighting natural ginger and its health benefits will appeal to those wanting healthier and more functional soft drinks.***



### Mintel recommends

#### Use natural ginger root or fresh ginger

Consumers are showing increasing preference for more natural and botanical flavors like ginger. Using fresh ginger or ginger root will emphasize the natural image.

#### Celebrate ginger's health benefits

As interest in functional and healthy drinks grows, ginger can bring health benefits to soft drinks and provide healthier connotations.

#### Highlight ginger's less-sweet flavor profile

For the consumers who want less-sweet flavors, ginger with its spicy, more botanical flavor profile can provide an alternative.

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## Ginger has many health benefits

Ginger's medicinal properties have been valued and used throughout the ages. Some of the benefits of ginger include:

- Helps with colds and flu
- Helps relieve pain
- Soothes the digestive system
- Alleviates mild nausea

Digestive health is a concern for many consumers globally. Soft drinks with natural ginger extracts or ginger root can help those struggling with their gut health. Ginger is also the most common flavor used in popular gut-friendly kombucha drinks. Globally, 20% of kombucha launches in the last three years featured ginger flavors.

## Ginger can benefit from the preference for less-sweet flavors

Growing interest in less-sweet flavor profile is unsurprising after the backlash against sugar in recent years. This movement offers up opportunities for more botanical and spice flavors in soft drinks such as ginger. Ginger flavors could potentially appeal to the 25% of Polish CSD users who look for less-sweet flavors in soft drinks and the 22% of Italian CSD users who want a hint of spice in soft drinks.

## New less-sweet botanicals can expand CSD flavor options beyond ginger

Ginger is paving the way for more botanical flavors to appear in carbonated drinks around the world. Looking back over the last three years, some global sparkling drink launches featured floral notes, such as lavender, hibiscus and rose, while other beverages incorporated plant-derived flavors, including basil, lemon myrtle, mint, and bergamot.



**Base: internet users aged 16+ who have drunk carbonated soft drinks in the last month (France: 1,106; Germany: 1,396; Italy: 1,487; Poland: 1,422; Spain: 1,561)**  
**Source: Lightspeed/Mintel**