

Market Intelligence Digest

Volume 2 Issue No. 15 | April 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, consisting of the word 'MINTEL' in a bold, sans-serif font inside a yellow speech bubble shape.

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Mintel Trends

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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

Calm Down with Walnuts

Six Walnuts has launched a new protein drink that is vegan and helps consumers to reduce stress amid the outbreak of COVID-19 virus.



News brief

A newly launched walnut protein drink, named 'Kamuning', includes ingredients that can help consumers to stabilize their mood.

Six Walnuts' latest product is formulated with ingredients like γ -Aminobutyric acid (GABA) and L-Theanine, which has proven relaxation benefits. The food and drink brand originally scheduled the launch of Kamuning for June this year, but has pushed it forward due to the outbreak of COVID-19.

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Why it matters

As consumers feel stressed and uncertain about life, they are turning partly to food and drink products that can create feelings of comfort and pleasure.

Drinks such as Coke and bubble tea, which are recognized as mood-boosting beverages, are also called “fat happy water” in Chinese slang. As the coronavirus dominated the news and media, consumers felt overwhelmed and vulnerable to cope with the uncertainties, the large amount of information and other psychological barriers. Through adding ingredients like γ -Aminobutyric acid (GABA) and L-Theanine, which are validated by scientific research, this neurotransmitter drink can appeal to consumers and help them relieve stress and anxiety during difficult times.

44% of Chinese consumers say that their ideal diet can improve their mood/wellbeing Taken from Mintel’s 35-market consumer research study.
Source: KuRunData/Mintel, July 2019, Base: 1,000 internet users aged 18+



Photo by Valeria Boltneva from Pexels

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What we've seen

Hotline for the Mind: China has opened a hotline to help people relieve mental stress caused by anxiety over the novel coronavirus outbreak.

Mooshoo: Mooshoo is Tel Aviv's new secret underground lounge offering cocktails inspired by ancient Asian wellness remedies.

The Answer is Sweet: Alipay has released a box of sweets, conveying the message that every problem that we face will ultimately be something that sweetens our life.

What's next

Consumers are becoming more conscious of their mental and emotional wellbeing. This will be reflected in rising demand for products and activities that are stress-relieving and mood-boosting. The coronavirus has made consumers seek ways to improve their immune systems, from doing more physical exercise and eating nutritious diets to taking care of their emotional health. Indeed, scientists have argued that a person's immunity is closely linked to their mental state.

Supported trends

✓ **Bannedwagon**

Buzz: 3 Lifecycle: Mainstreaming

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

✓ **Mood to Order**

Buzz: 1 Lifecycle: Mainstreaming

Moods matter - people are looking for ways to manage their emotional wellbeing.