

Market Intelligence Digest

Volume 2 Issue No. 24 | June 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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Only More Energy

Taisho Pharmaceutical is releasing a new energy drink that consists of no caffeine, calories, or sugar.



News brief

Taisho Pharmaceutical is replacing caffeine with a new, healthier ingredient called enXtra.

The natural ingredient enXtra provides a zero-caffeine mental energy boost while lowering caffeine-related health problems. The energy drink comes in two new flavors: ginger and fruit.

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Why it matters

Energy drinks are popular in Japan as many men who work long hours rely on them for a much-needed energy boost or fatigue relief. Many energy drink brands, however, have seen their sales declining in recent years, which is mainly because consumers are becoming more aware of the adverse effects caused by excessive intake of caffeine, calories, and sugar. The natural ingredient enXtra provides an alternative to stimulate people's efficiency while easing their health concerns. Adopting the caffeine replacement ingredient is an innovative way for brands to appeal to those health-conscious consumers.

What we've seen

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.

Sodium-controlled Noodles: Myojo Foods has released a new packaging that allows consumers to better control their sodium intake when eating instant noodles.

Indulge with Less Sugar: For the first time in four years, Chinese tea brand Nayuki reported higher sales numbers for its sugar-free teas than its popular cheese tea series in 2019.



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What's next?

The Japanese work environment is facing an ongoing change from working long hours to valuing the importance of work/life balance. Living a healthy lifestyle is becoming an increasingly crucial factor that affects consumer shopping attitudes, especially for the young generation. To achieve business success, beverage brands will continue to refine and release healthier versions of products through reducing or replacing unhealthy ingredients such as caffeine, sugar, and artificial sweeteners.

Furthermore, consumers would expect energy drinks to not only provide an energy boost but also improve health conditions. Benefiting immune systems and skincare results are claims that will be attractive to consumers.



Photo Toni Cuenca made from Pexels