

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, 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 **Gilyanne** at gblancaflor@mintel.com or through +63 917 509 7740.

Functional Microbiota

European brands are joining forces to develop a functional microbiota that would prevent future diseases through diet.



Mintel's perspective

✓ What is it about?

Spanish group ADL Bionatur Solutions and Igen Biolab have signed an agreement for the development of the microbiota. External studies have shown that it has regulatory functions on the immune system, which could prevent future diseases.

Igen Biolab is focusing the research on the impact of the microbiota on metabolic, autoimmune, and degenerative diseases, while ADL Bionatur will be in charge of moving its production to fermentation processes. With this agreement, the microbiota could be launched in 6-12 months.

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✓ Why does it matter?

Consumer interest in wellbeing is growing, as we see them look for healthier alternatives to improve nutrition and maintain a healthy lifestyle. This is pushing brands to create more organic products, as well as beneficial and health-boosting alternatives to meet consumer demand. Investigation is being carried out by brands to create functional ingredients, as predicted by Mintel Trend Driver *Wellbeing*. These product innovations are appealing to consumers, as they can boost their performance and even prevent future health conditions.

77% of Spanish consumers put a lot of thought into what they eat. Taken from Mintel's 35-market consumer research study.

Source: Lightspeed/Mintel, December 2019, Base: 1,000 internet users aged 16+

53% of Spaniards agree they would ideally like their diet to maintain a healthy heart and 40% would like it to boost their energy levels. Taken from Mintel's 35-market consumer research study.

Source: Lightspeed/Mintel, December 2019, Base: 1,000 internet users aged 16+



✓ What are other related observations to this?

Hemp-based Smoothie: Voelkel has launched a healthy and organic hemp-based smoothie.

Microflora Added Yogurt: Piá launched a probiotic yogurt made with kefir that brings to the market a homemade recipe.

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Olive Leaf Drink: Spanish brand La Chinata has created a functional drink with aloe vera and olive leaf extract.

✓ What's next?

Mintel Trend Driver *Wellbeing* discusses how we will increasingly see consumers be mindful about both their physical and mental health. As a result, brands will offer more products that support both aspects, experimenting with functional ingredients to boost performance and provide added benefits. Consumers will be able to indulge and consume products while defending their bodies against diseases, improving their physical or mental health.

✓ What Mintel consumer trend does this point to?

Total Wellbeing

Lifecycle: **Emerging**

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