

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.

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Drinks to address post-COVID-19 lifestyle need states

A post-COVID-19 world means a new set of need states for consumers facing a more housebound lifestyle. But which demographic should drinks brands target?



Photo by Ksenia Chernaya from Pexels

Mintel recommends

Affordable healthy drinks for families

The COVID-19 outbreak means eroded consumer confidence and a rise in health consciousness. Also, locked down families are consuming more drinks at home. These changes mean a new set of needs, e.g., health-boosting and economizing.

Drink brands should showcase larger value formats and dial up health benefits worth paying for more.

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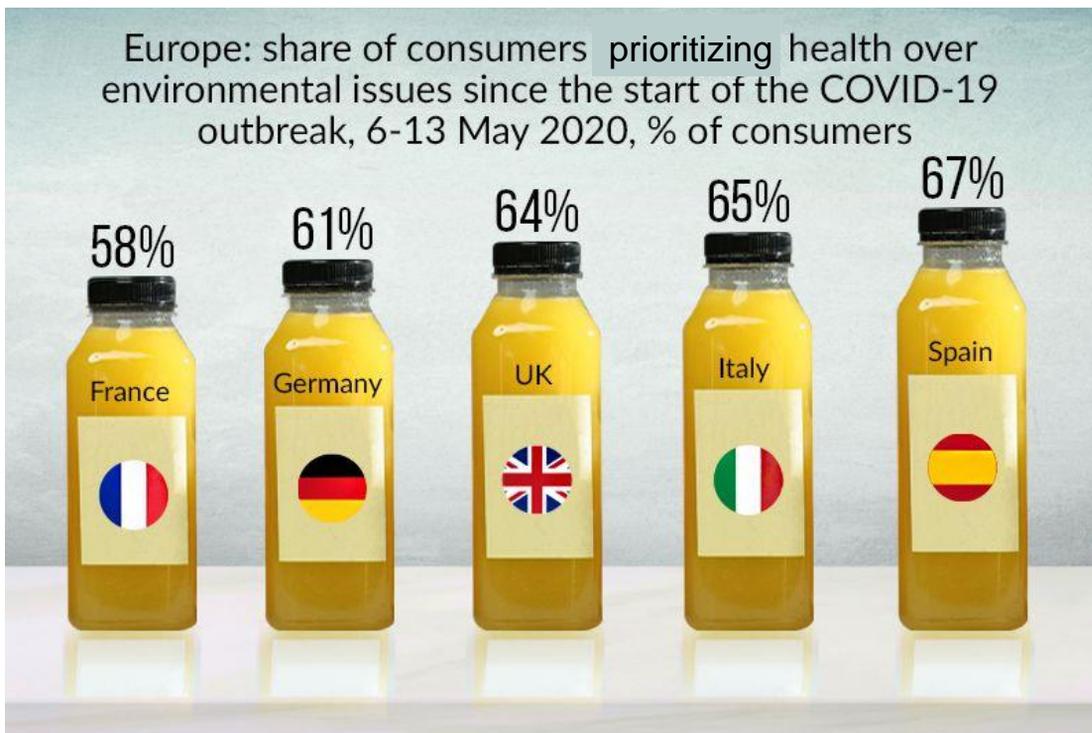
Offer mental wellbeing benefits for Gen Zs

Generation Z consumers (b.1995-2007) faced huge anxiety even before the restrictions of a COVID-19-driven recession. Reasons for this rise in nervousness include the use of smartphones and social media. But the constraints of lockdown have intensified anxieties. Brands should offer beverages with calm and mental wellbeing benefits.

Relaxing soft drinks for Gen Z alcohol moderators

Generation Z (b.1995-2007) has embraced alcohol moderation in Europe. But this trend is now accelerating for US Gen Zs who have de-prioritized spend on alcohol. Hence, US alcohol reducers will seek new routes to relaxation. Beverage brands should target Gen Zs with new, healthier soft drinks offering relaxation.

Offer families healthy drinks in a value format



Base: 2,000 internet users aged 16+, 6-13 May 2020

Source: Lightspeed/Mintel; Mintel's Global COVID-19 Tracker

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Drink brands should showcase products which reflect the consumer need states driven by a COVID-19 downturn, e.g., offering drinkers large value formats and dialing up health benefits worth paying for more.

A COVID-19 downturn means consumers will tighten their budgets. Parents will be especially keen to ensure their families follow healthy diets. This means opportunities for lower-priced, larger value formats, e.g., juices.

Indeed, health is now a greater priority given the threat of infection with COVID-19 and the stresses of a lockdown lifestyle. Health was already trending pre-lockdown, but consumers are now even more concerned about health in relation to other issues including the environment..

Also, consumer confidence is eroding with adults expecting COVID-19 to have a negative impact on the economy, e.g., 81% of Germans and 91% of Spanish.

Tap into health-boosting needs for families/multi-person households

A more indoor, lockdown lifestyle will create consumer needs which drinks can address. For example, families will wish to boost vitamins D and C in their diets via drinks.



Bigger value formats for the at-home family

Innocent Strawberries & Bananas Smoothie Value Pack was launched in a 1.25L pack during the slump, following the 2008-09 recession. Innocent should relaunch this variant to cater to the at-home family who needs multiple servings (UK 2011).

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Vitamin D for daylight-starved home workers

Agthia Al Ain Plus Water has added vitamin D and addresses a lack of daylight exposure for home-bound workers. Nearly half (46%) of 16-24 Germans want vitamins in bottled water. 12 x 500ml units per pack (United Arab Emirates 2018).

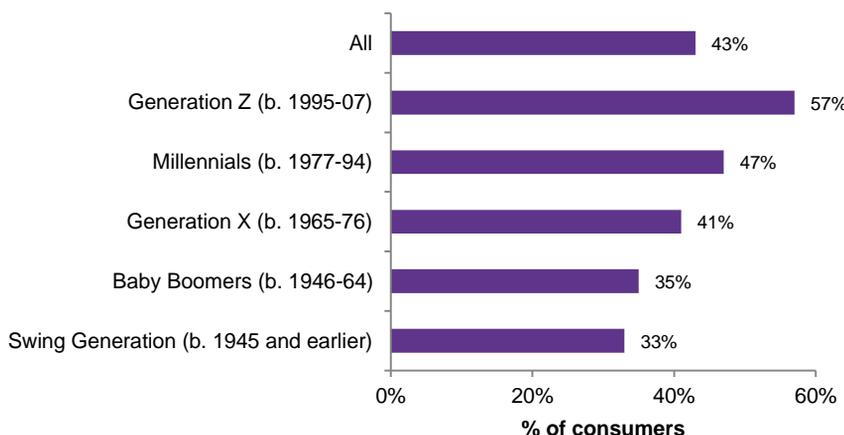


A simple ingredient concept in a value format

Tropicana Pure Premium. In the last recession, the brand performed well among consumers who were willing to pay a premium price for a more 'pure' product rather than for the functional bells and whistles of a super-premium juice (UK 2010).

Offer mental wellbeing solutions for 'generation anxiety'

US: consumers giving more priority to mental wellbeing since the start of the COVID-19 outbreak, by generation, 6-15 May 2020 (%)



Base: 2,000 internet users aged 22+, 6-15 May 2020

Source: Lightspeed/Mintel; Mintel's Global COVID-19 Tracker

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Drink brands should offer anxious Gen Zs drinks with calming benefits. Indeed, there is emerging demand for mental focus aids for younger adults, e.g., for 18% of Spanish 16-24s.

Mental wellbeing is key among today's youth, and pre-COVID-19 an anxiety epidemic already existed, e.g., 46% of US Gen Zs experienced anxiety in 2019.

The constraints of lockdown have added to anxieties, and US 18-24s report mental wellbeing is now a higher priority than before, e.g., for 57% of Gen Zs.

Mintel Trends highlighted that today's 14-year-olds are less likely to smoke, drink alcohol and behave antisocially but more likely to be feeling depressed and not sleeping well. Reasons postulated for this rise in nervousness include the use of smartphones and social media, both of which intensified during lockdown.

Offer 'mental wellbeing' to home-based or frontline workers

Brands should offer drinks to support the mental challenges faced by many consumers in lockdown, who need to boost concentration via the calm focus need state.

For example, tired working parents juggling child care and homeschooling with zoom meetings. Or stressed frontline healthcare workers facing daily personal risk.

Younger adults also want products to aid mental focus, e.g., 17% of Spanish 18-34s are interested, making this a niche opportunity at present.



Espresso + Vanilla
Drink: to aid
cognitive performance



Humble Warrior, Tiger
Spring Drink: to "drink
with intention"