

Market Intelligence Digest

Volume 2 Issue No. 34 | July 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
G/F and 2/F DTI International Bldg.
375 Sen. Gil Puyat Avenue
Makati City 1200, Philippines
Tel. No.: (632) 8465.3300
Fax No.: (632) 8899.0111
<http://www.dti.gov.ph/exports/>
<http://tradelinephilippines.dti.gov.ph/>

The Mintel logo, which consists 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.

Snack Kits for between Meal Kits

Meal kit brand Marley Spoon has added a range of snack options to its meal kit delivery selection, to capitalize on the increased number of consumers cooking and baking at home.



News Brief

Customers will be able to add the snack options to their orders and prepare the snacks themselves using the raw ingredients and recipe card delivered to their door.

The first snacks to be introduced to customers will be Apricot Bliss Balls with Coconut and Lime, Peanuttty Chocolate Traybake with Almonds, and Oats Zucchini and Goat Cheese Muffins with Spring Onion. The meal kit company says the new snacks range will help customers make healthier choices while also learning new recipes.

Market Intelligence Digest

Volume 2 Issue No. 34 | July 2020

Why it matters

Meal kits have seen a surge in popularity during the COVID-19 outbreak and subsequent restrictions. While this was likely due to difficulties in accessing groceries during the early stages of the pandemic and the convenience of delivery, this increased attention has given meal kits a chance to widen their appeal. By tapping into the new habits consumers have picked up since being stuck inside, like baking and snacking, meal kits can remain relevant beyond this period. Consumers are also facing decision fatigue as they are finding themselves needing to cook all their own meals, every day. Meal kits can help take away some of the choice paralysis by limiting the decisions consumers have to make, while still allowing them to keep cooking for themselves.

What we've seen

BoxToBake: BoxToBake is a home baking product that offers all the ingredients in a box in which the ingredients can be mixed and the food baked.

Creative Cookbook: Maggi has partnered with home chefs to create an online repository of 700 recipes using limited ingredients to engage consumers of all skill levels.

A Second Life for Meal Kits: Meal kit companies are seeing a surge in subscriptions during the COVID-19 pandemic.



Photo by Kyle Roxas from Pexels

Market Intelligence Digest

Volume 2 Issue No. 34 | July 2020

What's next

Consumers have developed new daily routines since being under lockdown, but once the world starts to open back up again they will be faced with the prospect of going back to their old lives of eating out, picking up meals, and buying their lunches at work – to say nothing of the social pressure of meeting friends and leaving the house. The overwhelming amount of choices presented to consumers upon returning to Business as Usual will see them continue to look for shortcuts and guidance in making the best choices for them. Mintel Trend Driver Value indicates that consumers will be looking for brands that provide convenience that fits their lifestyles – moving away from speed and 'on-the-go' consumption, convenience will mean new things. Brands that can smooth away the hassles of the user experience will resonate with consumers looking for help during this time.



Photo by Aleksandar Pasaric from Pexels