

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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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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Formulating healthy products for the "next normal"

Go back to the basics with health products that support health and address the new environmental risk factors consumers are facing in a post-COVID world.



Mintel recommends

1. Go back to healthy basics

The COVID-19 pandemic has brought about a renewed interest in healthy eating. Looking forward, develop products that are nutrient dense while being low in sugar and sodium.

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2. Support the immune system holistically

Inadequate sleep, poor nutrition, and stress take a toll on the body's immune system, leaving it more susceptible to illness. Offer holistic immune system support by addressing these areas in functional food and drink products.

3. Offer solutions for new environmental risks

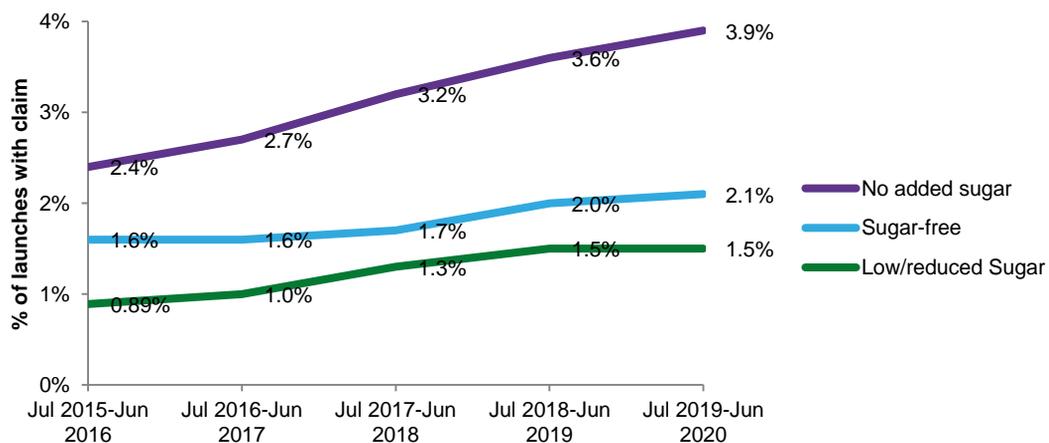
The COVID-19 pandemic has changed the way many consumers live, creating new health risks. Incorporate key nutrients that consumers need as they adjust to their new circumstances, such as antioxidants for eye health due to prolonged screen time and vitamin D for indoor lifestyles.

Continue to prioritize sugar reduction

Obesity and diabetes are two of the underlying health conditions that are risk factors for severe COVID-19 outcomes, and will keep the importance of sugar reduction front and center.

The COVID-19 pandemic may prompt people to pay greater attention to their health in order to avoid developing diet-related diseases. Even prior to the pandemic, 56% of US consumers who were limiting their sugar intake are doing so because of future health concerns.

Global: percentage of food and drink launches with sugar-related claims, by year, Jul 2015-Jun 2020



Over the past five years, sugar-reduction related claims have risen across global food and drink product launches.

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Focus on nutrient density for healthy products

Consumers are looking for a more holistic approach to eating, in line with overall wellness. Even before the COVID-19 pandemic, there was a shift toward more intuitive eating. Also known as "un-dieting", intuitive eating is intended to help people break away from chronic dieting and establish healthy eating patterns. Intuitive eating is intended to boost awareness of hunger and fullness by getting in tune with physical sensations and understanding their needs.

Branded weight management program Noom is an app-based system that helps users establish lifelong habits through cognitive behavioral therapy tools. Noom has differentiated itself within the weight management market, as it cultivates the self-awareness that is necessary to make the behavioral changes that will lead to sustainable and lasting weight loss and an overall healthier lifestyle.

Consider a multi-faceted approach to support immune health

Inadequate sleep, poor nutrition and stress take a toll on the body's immune system, leaving it more susceptible to illness.



Dulce de Leche Filled Protein Cookies

are a good source of protein. Contain 5g, which is said to help to recover muscle mass, improved strength and create defenses for the immune system. (Colombia)



Pairing sleep with immunity

Airborne Very Berry + Good Rest Immune Support Supplement features a blend of vitamins, minerals, L-theanine, and herbs designed to help support the immune system. (US)

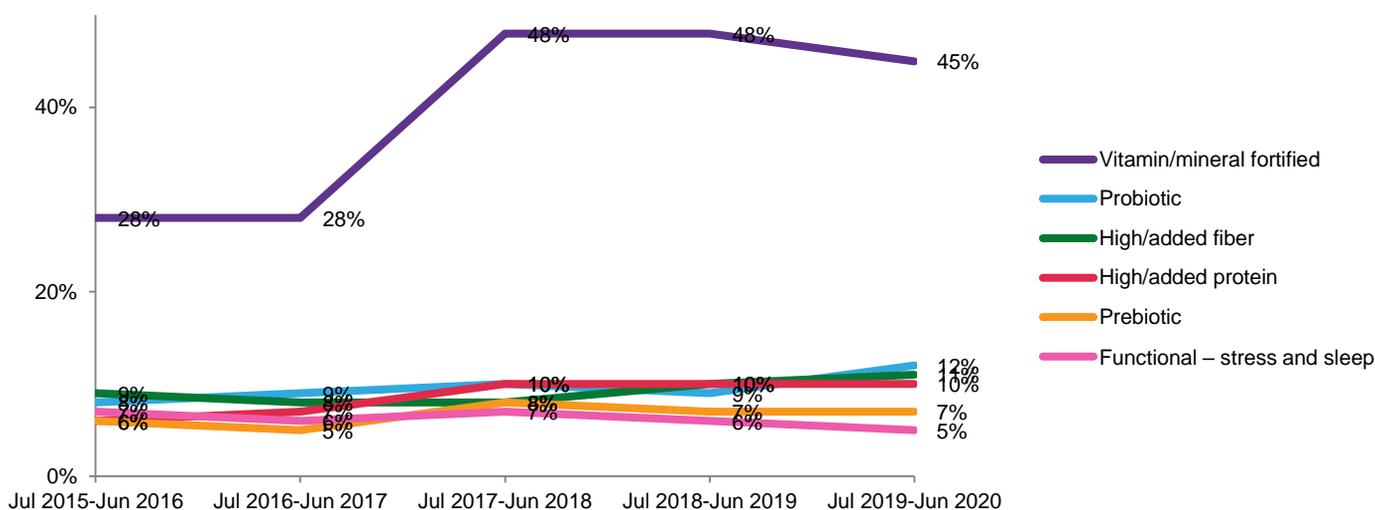
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Stand out with a holistic approach to support immune health by pairing complimentary benefits

Vitamin/mineral fortified claims are established in immunity food and drink products. Other claims such as fiber, protein, pro/prebiotics, and stress/sleep have room to grow.

Global: percentage of immunity food and drink launches with select claims, Jul 2015-Jun 2020



Supporting a healthy gut microbiota has broad potential for immune health

Probiotics, prebiotics, and postbiotics can play a role in functional food and drink to help consumers support their immune systems by supporting their microbiota.



Supports the immune system

Plain Unsweetened Cultured Whole Milk Kefir

features probiotics and vitamin D. Claims to help support the immune system and balance digestive health. (US)

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More people working from home generate opportunities for BFY mental energy drinks

Globally, the number of people working from home has soared as a result of lockdown measures, and for those still in employment, working from home could be the new normal in the future. This applies more to private sector workers than the public sector, as some jobs are impossible to do from home (e.g., hospitality, construction).

Drinks that offer mental focus are well-suited to home workers. This presents opportunities for adaptogens and nootropics. In drinks, the appeal of these ingredients is currently limited owing to low awareness and high pricing. However, the growing focus on mental wellness products could inspire more affordable offerings from mainstream brands.

Offer nutritional solutions to support eye health



Shine+ Peach & Passionfruit Sparkling Nootropic Drink (Australia)

Explore new opportunities to provide eye health supplements and functional foods to consumers who may be exposed to prolonged screen time. Outside of the baby food category, very few food and drink products make functional claims for eye health.

Consuming certain nutrients – either through foods or supplements – can help preserve vision. Eye health-friendly nutrients include zinc, lutein, zeaxanthin, vitamin A, and omega-3 fatty acids.

Lutein and zeaxanthin are sometimes described as "internal sunglasses" as these concentrated pigments in the macula help protect the retina from blue light. Additionally, because the retina and the brain are both comprised of neural tissue, emerging research is investigating the role lutein plays in cognitive function too.