

# Market Intelligence Digest

Volume 2 Issue No. 36 | 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://tradeline.dti.gov.ph/>



**MINTEL**

## 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](mailto:gblancaflor@mintel.com) or through +63 917 509 7740.

## Time to consider rice as a yogurt ingredient in Asia-Pacific (APAC)

***The rising popularity of purple rice yogurt drink in the foodservice channel in APAC can be the catalyst for packaged yogurt makers to innovate more with rice.***



## Mintel recommends

### 1. Improve satiety with nutrient-dense purple rice

Yogurt makers can improve yogurt's satiety claim by adding purple rice as a healthy and filling ingredient to better capture growing opportunities in snacking among APAC consumers.

# Market Intelligence Digest

Volume 2 Issue No. 36 | July 2020

## 2. Rice offers new sensations

Rice provides various textures depending on how it is processed and cooked. Incorporating rice into yogurt can meet consumer interest for more texture and mouth-feel in their yogurt.

## 3. Seek inspiration from traditional foods/desserts

Yogurt producers can seek inspiration from the various traditional foods and desserts in APAC that are made with glutinous rice. Mixing traditional foods with yogurt can potentially create an exciting way to consume yogurt.

### Now trending: purple rice yogurt drinks

Purple rice yogurt drinks have gained fame in Australia, China, and parts of Southeast Asia. Purple rice yogurt drink is a beverage that combines fresh yogurt with purple rice. The beverage is positioned as a nutritious and guilt-free drink and has a chewy texture from the purple rice. The purple rice itself offers higher levels of protein, fiber, iron, and healthy antioxidants compared to white rice.

The number of outlets specializing in purple rice yogurt drinks such as Yomie's Rice and Yogurt and Koomi is growing and has even attracted the entry of bubble milk tea players such as The Alley and Daboba.

Rice accounted for less than 1% of spoonable and drinkable yogurt launches by ingredient in APAC in the 12 months to May 2020. The growing consumer interest in purple rice yogurt drink in the foodservice channel could put rice back on the spotlight when innovating for the retail market.



Yomie's Rice x Yogurt

# Market Intelligence Digest

Volume 2 Issue No. 36 | July 2020

## Rice can meet consumers' interest for texture in their yogurt

From chewy glutinous rice and purple rice to crispy rice puffs, yogurt manufacturers in APAC can incorporate rice into yogurt to deliver the chewy and crispy textures. Rice also provides consumers with a different mouthfeel beyond the familiar fruits, seeds, and nuts.

Spoonable/drinkable yogurt launches in the region featuring texture rose 19% between July 2016 and June 2020. Consumer interest in texture reflects Mintel Global Food and Drink *New Sensations* trend, in which the sound, feel, and satisfaction provided by texture is becoming a more important component in food and drink product development.

Yogurt makers can go premium with texture. In China, 55% of consumers consider food bits a feature of premium yogurt, outpacing exotic flavor (39% of consumers).

## Rice delivers new sensations to the yogurt eating experience

The versatile rice can be processed to offer various texture and mouthfeel including crispy, crunchy, and chewy. The rice can be used as a topping or soaked in yogurt.



**Rainbow Crumb**  
**Yoforia Crunch & Creamy Rainbow Crumb** is a stirred yogurt with rainbow crumb topping featuring rice crispy (Indonesia).



**Chocolate-flavored puffed rice**  
**Dutchie Greek Style Yoghurt.** The toppings consist of oat (63.5%), chocolate flavored puffed rice (20%), raisin (7.5%) and cornflake (6%) (Thailand).



**Black rice**  
**Vinamilk Sữa Chua Nếp Cẩm (Black Rice Yogurt)** is naturally fermented and contains black rice (Vietnam).



# Market Intelligence Digest

Volume 2 Issue No. 36 | July 2020

## Seek inspiration from traditional foods and desserts

Yogurt makers in APAC can tap into Mintel Global Food and Drink Trend *In Tradition We Trust* when innovating with rice ingredients. There are opportunity for manufacturers to look to traditional foods as a source of inspiration. In Vietnam, 78% of consumers enjoy things that remind them of their past and consumers seek comfort from modernized updates of age-old formulations, flavors, and formats.

Heritage-inspired flavor is becoming common in food innovation such as in ice cream. In Vietnam, yogurt makers are launching spoonable yogurt inspired by the traditional yogurt black sticky rice pudding (*sữa chua nếp cẩm*) and most recently with green rice (*cốm*), a delicacy that is made only in autumn from immature rice kernels. In Vietnam, launches of spoonable yogurt with rice as an ingredient rose significantly to account for 12% of spoonable yogurt launches in the 12 months to June 2020.



Vinamilk Love Yogurt Sua Chua Com (Green Rice Yoghurt) (Vietnam)

## The opportunity

Rice can become a viable ingredient in packaged yogurt as the rising popularity of purple rice yogurt drink in the foodservice channel has demonstrated consumer interest in having rice in their yogurt. Incorporating traditional rice-based desserts into packaged yogurt can be the first step to widen the popularity of rice yogurt in APAC.