

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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Sodium-controlled Noodles

Myojo Foods has released a new packaging that allows consumers to better control their sodium intake when eating instant noodles.



News brief

On the new packaging, Myojo Foods has added a scale mark that indicates the recommended level of sodium intake when drinking the soup of instant noodles.

People who seek to control their sodium intake should leave the soup above the scale mark.

Why it matters

Consumers expect brands to help them develop healthier eating habits that are low in salt, fat, and sugar. Instant noodles are regarded as convenient but unhealthy food due to the high sodium content in the soup. The scale mark on the packaging can easily remind consumers to control their sodium intake, and is a simple yet creative way to help the brand towards a more health-conscious image.

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What we've seen

Making the Right Choice: Discount supermarket Aldi is launching a free grocery app that facilitates healthy food choices.

Handy Color Change: South Korean household care brand Labccin has launched a hand soap that changes color to promote better hygiene habits.

Calorie Scanner: Panasonic's new tabletop calorie counter provides accurate calorie counts for meals consumed, and can also link to a companion app via the cloud.

What's next?

Consumers are paying more and more attention to their health. In fact, conscious eating is a trend that is growing in popularity, where consumers are trying to better understand what they are eating and how they are eating it. This is creating new opportunities such as scale marks, smaller packaging and digital apps to better control their intake. Moreover, the growing health-consciousness has already led to a rise of functional food and drink products, and this will continue to grow using novel ingredients that they have not had before.



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