

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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The Mintel logo, which consists of the word 'MINTEL' in a bold, black, sans-serif font, enclosed within a yellow speech bubble shape.

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Drink the Golden Ratio

Steeped like tea and golden in color, Golden Ratio is 'gold coffee' that is much less acidic and bitter than traditional coffee but, still strong in caffeine.



Photo by Valeria Boltneva from Pexels

News brief

Golden Ratio beans are roasted at a much lower temperature than traditional coffee roasting to produce a taste that lacks the bitterness and acidity of traditional coffee.

The coffee roasting level is lighter than a blonde roast. To brew it hot, it's just like making hot tea with a pouch and boiling water. For cold brew, it can be steeped overnight in the refrigerator.

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Why it matters

As consumers are increasingly interested in a product's specific ingredients profile, to assess all of the benefits that can be extracted from a product, we are seeing that demand is met with a wide array of unique ingredient innovations. The variety in the market has led to more adventurous consumers and also the heightened desire of personalization. Consumers want to be able to 'build' their own diet that achieves their nutrition goals but does so in a way that suits their tastes and their time. Golden Ratio took coffee, recognized that many people want a caffeine boost but don't like the taste of coffee, and then created a product innovation at the intersection of the need and desire, while accentuating the design with convenience to suit consumer priorities.

What we've seen

Wellness While You Work: Uji is a work and wellness tonic that combines several adaptogens that reduce stress and enhance focus.

Just Chill with Panda Brew: Panda Brew has become the first Chinese beer brand to launch a hard seltzer drink that is sugar-free and low in calories.

Natuurally Vegan: Premium frozen dessert brand Natuur has launched South Korea's first vegan-friendly ice cream.

What's next?

We know from the Mintel Trend Driver Wellbeing that the functional drink market is effectively mainstreaming, especially as younger consumers shift away from alcohol consumption. We also know from the Trend Driver Value that a growing population of conscious consumers are treating their purchases as investments and are paying closer attention to the spectrum of tangible, measurable benefits that can be gained. From a brand's messaging and values to a key product's specific and convenient design, consumers are assessing it all in an interrelated way.



SCAN ME

