

# Market Intelligence Digest

Volume 2 Issue No. 47 | September 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

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

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## YES! to Pea Protein

**Nestlé is launching YES! snack bars with pea and nut protein.**



Source: Getty Images

## News brief

The new YES! bars contain 10g of plant protein from nuts and peas, high in fiber, no artificial colors or preservatives, and are gluten-free and suitable for vegetarians. The bars are available in two varieties: almond, peanut, and double dark chocolate; and cashew, blueberry, and dark chocolate. The bars will be available from September 2020 in European countries including the United Kingdom (UK), Germany, the Netherlands, and the Czech Republic. The bars are also wrapped in recyclable paper, along with the existing YES! range.

## Why it matters

Consumer demand for healthier and natural products is growing, as they adopt alternative diets and become more health-conscious. This has pushed brands to adapt to this demand by adding natural, organic, and beneficial ingredients to their offers. Brands are joining emerging ingredient trends, such as the use of pea protein and other superfoods.

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We are seeing an increase in the launch of healthy snacks and indulgent products to promote healthier lifestyles without compromising on taste. These offer consumers more alternatives to choose from, especially to those looking for more innovative plant-based alternatives.

## What we've seen

**Sustainable Seaweed Snacks:** SJY Seaweed is a sustainable, nutritionally dense vegan seafood snack made from Norwegian-grown seaweed.

**Green Cuisine:** Birds Eye has increased its plant-based range with frozen vegan sausage rolls.

**Snackin' on Snacklins:** Snacklins is a vegan snack alternative to pork rinds that encourages its customers to indulge.

## What's next

The demand for healthier products and ingredients that offer health benefits will increase, as the Trend Driver Wellbeing and its Nutrition Pillar shape consumer behavior. We will see more brands use superfoods and other fortified ingredients that support lifestyle changes. These will allow consumers to improve their health by supporting their digestive system or even manage their emotions, reducing stress and anxieties. With an increase in the adoption of plant-based diets, we will see the creation of more natural and healthy, yet indulgent, products.

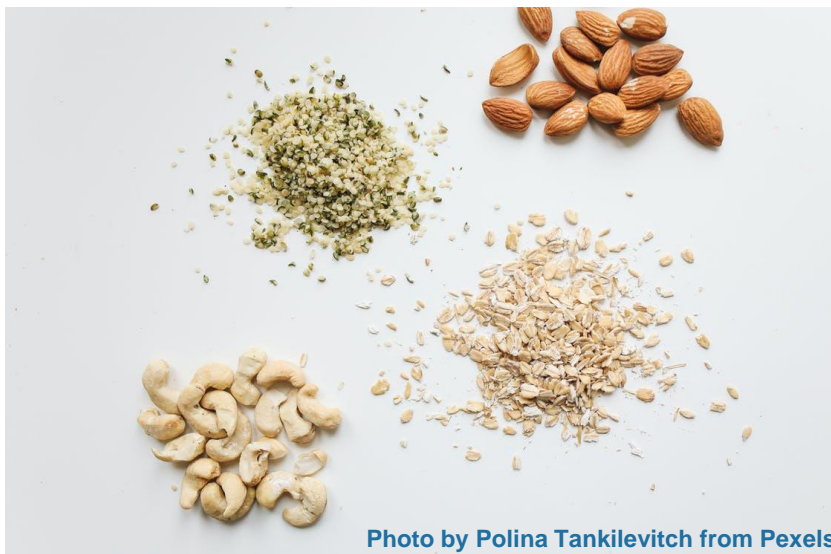


Photo by Polina Tankilevitch from Pexels

