

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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Caring Ice Cream

Caring Ice is a new plant-based, vegan-friendly ice cream that has made its debut in Japan to meet customers' diverse and healthy dietary needs.



Source: Getty Images

News brief

Caring Ice is made without additives, white sugar, flour, eggs, or other animal ingredients, which makes it a perfect treat for those who have dietary restrictions or are looking for a healthier alternative.

Caring Ice is also high in fiber as it contains okra powder. Currently, the ice cream is available in three flavors: coconut, cocoa, and matcha.

Why it matters

It is difficult for many consumers to resist the temptation of ice cream during sweltering summers. However, as most options are loaded with high amounts of sugar, fat, and dairy, traditional ice creams are not recommended for people who are trying to stick to a low-calorie, nutritious diet. As a result, healthier versions of ice creams which contain less sugar, fat, and additives are becoming increasingly popular in Japan and around the world. The debut of Caring Ice offers health- and calorie-conscious consumers an alternative to better control their intake.

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In addition, its plant-based formula also gives consumers who follow vegan diets a chance to indulge.

What we've seen

Bubble Tea Ice Cream: Buba Cream is a new vegan ice cream bar opened by Vegan Junk Food Bar in one of the brand's Amsterdam restaurants.

Vegan Food Rescue: Swedish brands have collaborated to launch an apple, cinnamon and digestive biscuit-flavored vegan ice cream that uses rescued ingredients to reduce food waste.

Rice Cream: Naturli' has launched a new rice-based vegan ice cream in single-serve corn cones.

What's next

Consumers are well aware of the importance of health and they are willing to spend money on goods and services which claim to benefit their wellbeing. Food brands will therefore continue to tap into the latest health trends to stay ahead of the game. For example, in the foreseeable future, ice creams that contain high levels of specific nutrients such as calcium and Vitamin D will emerge in the market. Moreover, products labelled as organic, natural, and nutrient-dense will also trigger interest from a new generation of health-conscious consumers.



Photo by Ponyo Sakana from Pexels

