

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.

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Energy Milk

Energy Milk is a new energy drink from Suntory that looks and tastes like sugar-free milk coffee.



Photo by Pixabay from Pexels

News brief

A 185 ml can of Energy Milk contains 40 mg of caffeine.

As the liquid has an opaque color and no fizzy carbonation, Energy Milk looks and tastes like a sugar-free milk coffee. Suntory has produced the drink in limited numbers and it is only available in affiliated stores of Pan Pacific International Holdings (PPIH).

Why it matters

Consumers are well aware that energy drinks can boost energy and relieve fatigue, but growing concerns that its stimulant compounds can cause potential health issues are making people reduce their consumption. Energy drink brands are therefore forced to develop healthier alternatives that provide consumers with the physical and mental stimulations they need, while having limited side effects. Suntory's Energy Milk aims to reduce people's concerns by changing the color and flavor of traditional energy drinks.

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What we've seen

Memory Tea: South Korean food technology company Phyto Corporation has launched a ready-to-drink (RTD) beverage claiming memory-enhancing properties.

Your Energy Wingman: Wingman Smart Energy is a performance beverage that uses amino acids to enhance the body's performance in a more natural way.

Healthier Energy Drinks: Healthy food brand Puhdistamo and ex-musician Jare Tiihonen have launched healthier energy drinks made with tea and stevia to support young people's wellbeing.

What's next

Consumers are increasingly health-conscious, creating new opportunities for drink brands to incorporate functional ingredients that are not only nutritious, but also energy-boosting, fatigue-relieving, sleep-enhancing, and much more. Apart from being healthy, these drinks must also fulfill people's desire for experiences. In other words, unique tastes and novel appearances are just as important as the health benefits of the drinks.



SCAN ME