

# How the coronavirus is impacting the F&B market across SEA

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Market experts Mintel share insights on how Covid-19 has changed eating and shopping habits across South East Asia.

## Impact of Covid-19 on shopping and eating habits across South East Asia



### Healthier lifestyle

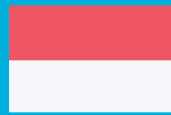
Consumers are moving towards a healthier lifestyle to boost immunity systems.



**Vietnamese** consumers use black garlic to boost their immune systems



In **Singapore**, the demand for health supplements has risen by three to five times. Popular choices are vitamin C and multivitamins



Jamu, a traditional medicine made from natural ingredients is a popular immunity boosting choice across **Indonesia**



In the **Philippines** products with natural ingredients, such as virgin coconut oil, have seen a surge in demand.



**Sleep** is being highlighted as a way of improving immune system – leading to an increased opportunity for products aiding with sleep and stress management



### Growth of Online Grocery Channels

As with most markets, online grocery chains across SEA have seen high demand at this time

Measures taken by online grocery chains to benefit customers:

- **Strict hygiene measures**
- **Cashless payments**
- **Free delivery options and free gifts**



### Increase in Eating at Home

Consumers are looking for new ways to cook tasty healthy meals at home

- **72% of Vietnamese consumers cook meals at home from scratch, but 52% of them say that they want to make food tastier.**
- **F&B companies in Asia are providing consumers useful information and ideas for healthy, easy home-cooked meals.**



**Food ingredients**  
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