

Top healthy F&B trends in Asia

"Healthy living is at the top of the food pyramid, impacting almost all categories and geographies in food and premiumization is paramount across all regions, primarily impacting snacks" – Euromonitor

Learn more about some of the top healthy F&B trends being seen in the Asian market

Plant power



There is a **rising** interest in plant-based products across Asia, especially **proteins**

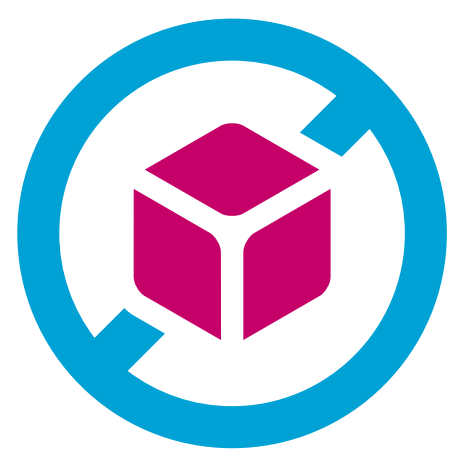
39% of urban Indonesians and **34%** of urban Thais consumed more **non-animal sources** of protein in 2017*

24% of urban Indonesians planned to follow a **plant-based/vegetarian diet** in this year*

Popular plant-based alternatives include **pea, mung bean and soy**

Sugar reduction

Reformulation is one of the hottest topics occupying the industry in Asia, as governments clamp down on high **sugar** products



Stevia remains a popular alternative, offering good taste with lower calories



New product launches per region containing stevia



Source: Mintel GNPD 2018

"Consumers **want** the **same taste** as the drinks they grew up with, but **don't** want the **kilojoules**," Coca-Cola

Natural ingredients



Consumers in Asia **align** natural ingredients **with health**

According to Euromonitor 'back to nature and **naturally functional**' products are finding **favour with consumers**

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Healthy snacking

Companies in Asia are seeing soaring demand for '**on-the-go**' products that are **nutritious and tasty**

The APAC snack market is forecast to **grow** at almost **6%** CAGR between 2018-2023**

Popular ingredients include **hemp** and **kodo millet**



Healthy ingredients to watch

Hemp: a clean label plant protein ingredient that could thrive in plant-based, free-from and high protein innovations

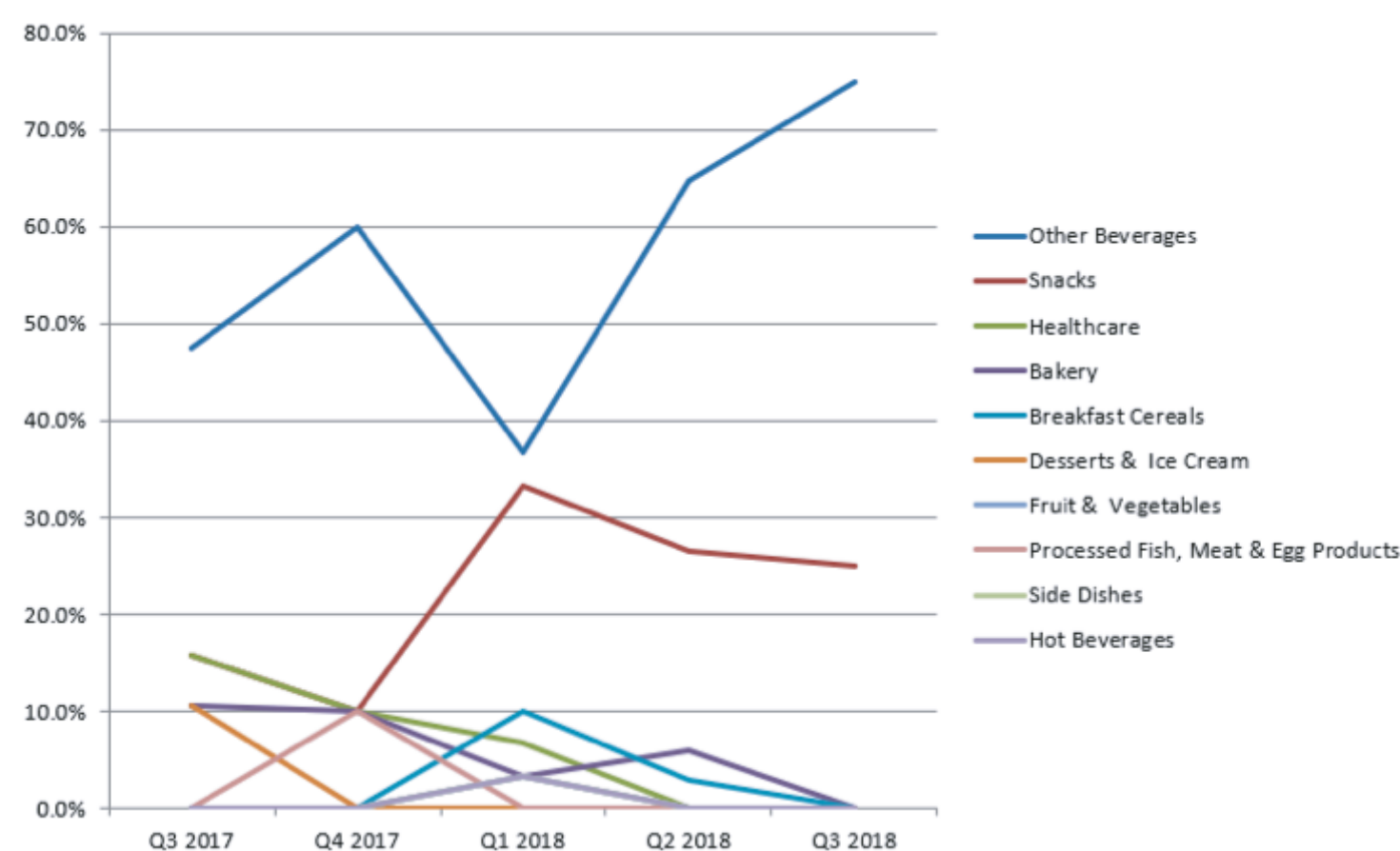


Flower power: ingredients derived from lavender, hibiscus and elderflower are driving a wave of plant-based innovation across the beverage sector

Matcha: matcha looks set to be the latest power-powder, with the ingredient being incorporated into everything from smoothies to biscuits

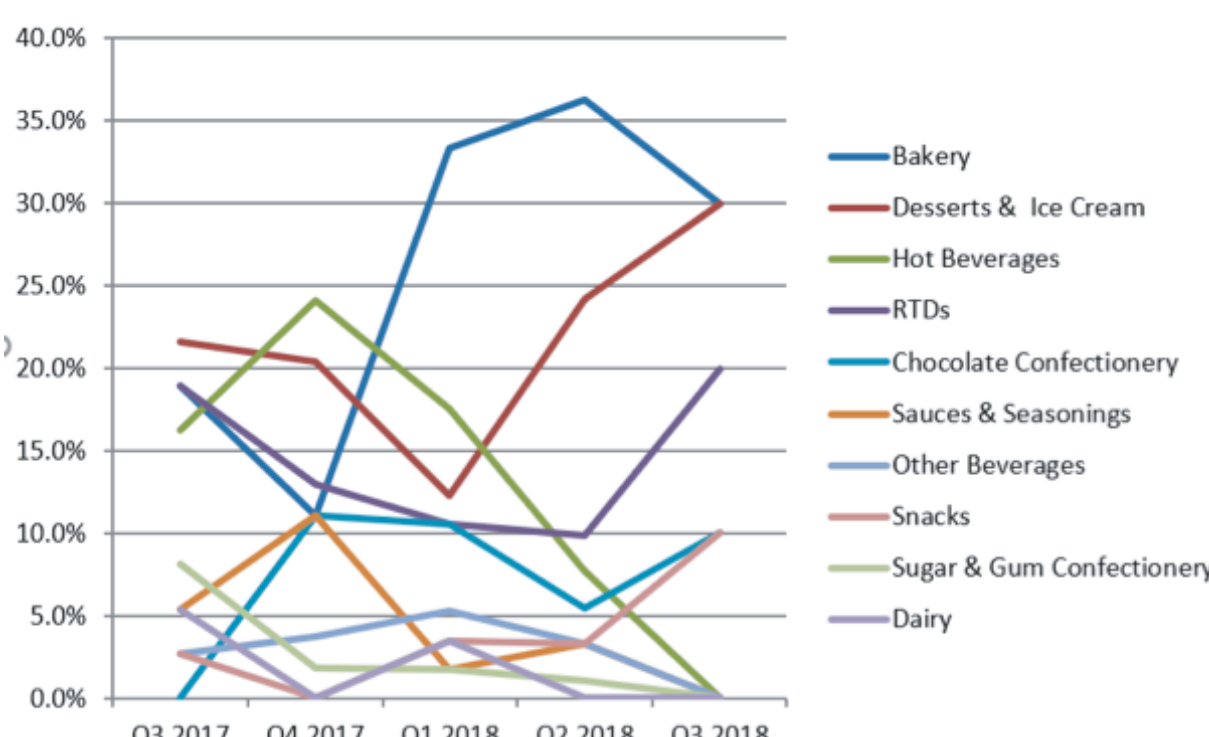


New product launches containing hemp protein: top categories



Source: Mintel GNPD 2018

New product launches containing matcha: top categories



Source: Mintel GNPD 2018

*Source: Mintel

**Source: Mordor Intelligence