








# Conscious Consumption in a Post Covid-19 Normal: **ASEAN**

Commissioned By:



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# A trend spotting platform powered by comprehensive prediction engine & cognitive AI



Using the Power of AI, brands can **predict and identify trends** as they emerge locally

# Ai Palette Approach



## Focus on Food and Beverage

Patented algorithm designed for Food and Beverage products to help you understand consumer motivations & fears at both the category and the Trend level



## Customized based on Market

Analyze organic conversations online in the focus Market so you can monitor how trends are evolving in a market. Popular data sources are used. This data helps analyze near real time trends despite circuit breaker and social distancing measures



## Language Agnostic

Understand human language as it is spoken. Language Agnostic, understands non-English languages as well.

# Data Sources



## Data Points

ASEAN: 590.7 Mn+



## Time Period

January 2019 to  
August 2020

## Data Sources

Local publicly available data sources in  
Singapore, Malaysia, Philippines,  
Indonesia and Thailand

### Social Media



### Search Engine

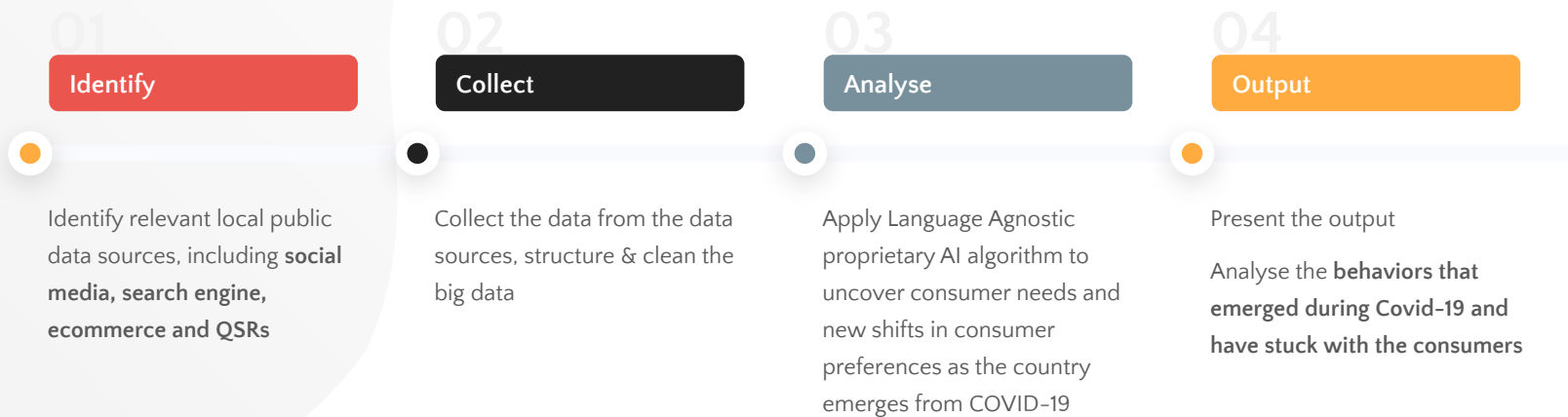


### Retail Products Data



Data Point: Engagement on social media through posts, likes, comments and re-shares and Search queries

# Ai Palette Methodology



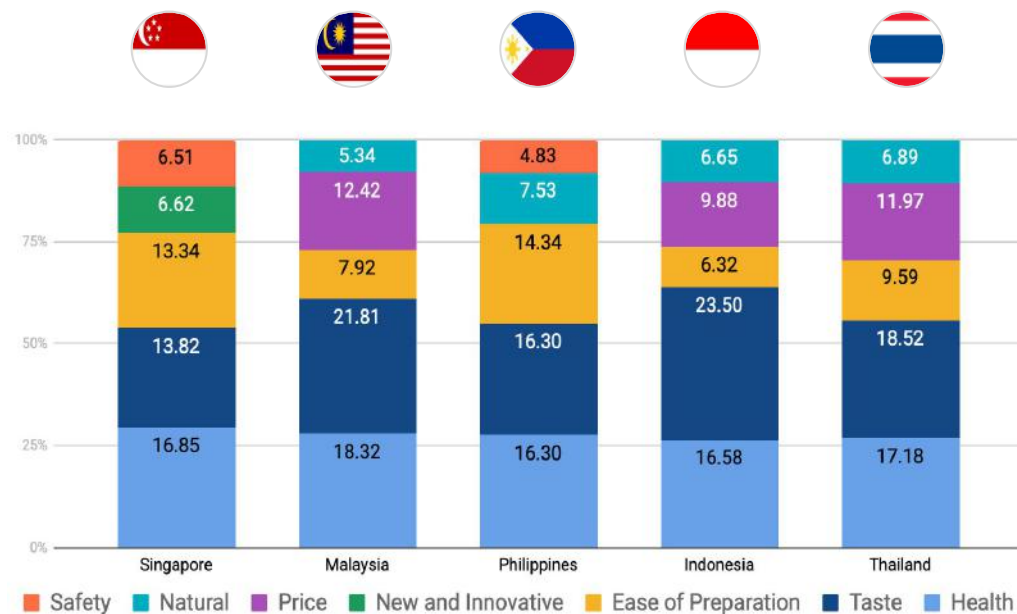
# Shift in Drivers and Motivations



# Drivers & Motivations Affecting Consumer Behaviour

## Key Takeaways across ASEAN Markets

- Health and Taste:** Singapore is the only market where consumers are preferring **Health over Taste** when making purchase decisions for F&B
  - Filipinos give equal importance to Health and Taste, while Malaysian, Indonesian and Thai consumers are choosing Taste over Health
- Ease of Preparation:** All markets, across ASEAN, have **consumers looking for easy and simple meal solutions** that can be quickly whipped up in the comfort of their homes
- Price and Safety:** While **Malaysian, Indonesian and Thai** consumers are more **concerned about price** of the food they buy, **Singaporeans and Filipinos** want to be assured of **safety and quality** of food
- Natural, New and Innovative:** **Singaporeans** are more open to **experiment with food** for novelty of experience, while **other ASEAN markets** are more and more looking for **natural and organic options**





# Singaporeans looking for simple homemade meals and recipes that can also offer novelty of experience

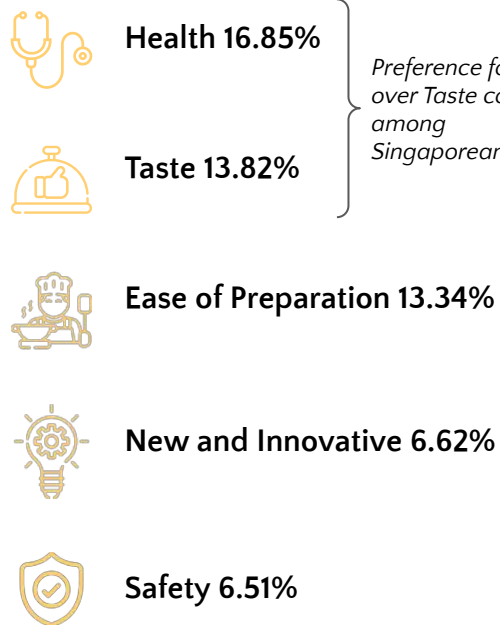
Consumption Drivers based on Consumer Discussion January 2020 – August 2020



January 2020 – April 2020



As Singapore emerges from Covid-19



*Preference for Health over Taste continues among Singaporeans*

In addition to consumer needs of Health, Taste and Safety, Singaporeans are now also looking for food items that are **easy to prepare** and have some **new and innovative features**

- As the consumers adjust to the new normal and fears around availability and hygiene reduce, they are now looking for **meals and recipes that are easy to make at home and also offer some novel experience or benefits**

During the peak of Covid-19

# Malaysians preferring natural and easy to make foods and beverages

Consumption Drivers based on Consumer Discussion January 2020 – August 2020



January 2020 – April 2020



Taste 28.73%



Health 19.98%



Price 15.93%



Distribution 12.01%



Safety 5.82%

As Malaysia emerges from Covid-19



Taste 21.81%



Health 18.32%



Price 12.42%



Ease of Preparation 7.92%



Natural 5.34%

*Preference for tasty over healthy foods*

While the top three needs remain the same for Malaysians, need for ease of preparation and natural foods has jumped up

- Consumers want foods that are quick and **easy to make**, and are attracted to items which are **natural or organic**

During the peak of Covid-19

# Simple meals that are natural and safe to consume preferred by Filipinos

Consumption Drivers based on Consumer Discussion January 2020 – August 2020



January 2020 – April 2020



Health 27.06%



Taste 17.82%



Packaging 16.36%



Distribution 8.30%



Safety 7.84%

As Philippines continues to fight Covid-19



Health 16.30%



Taste 16.30%

Equal preference to  
Health and Taste



Ease of Preparation 14.34%



Natural 7.53%



Safety 4.83%

As one of the worst hit countries by the pandemic in Southeast Asia, consumers in Philippines are concerned about Health and Safety of the food they consume

- Just like Singaporeans and Malaysians, Filipinos want recipes that are **easy to make at home** and also have **organic/natural** properties

During the peak of Covid-19

# Indonesians remain price conscious and want natural and simple to make foods

Consumption Drivers based on Consumer Discussion January 2020 – August 2020



January 2020 – April 2020



Taste 27.73%



Health 21.71%



Price 15.78%



Distribution 7.46%



Packaging 6.84%

As Indonesia continues to fight Covid-19



Taste 23.50%



Health 16.58%



Price 9.88%



Natural 6.65%



Ease of Preparation 6.32%

*Preference for tasty  
over healthy foods*

Consumer needs of distribution and packaging are replaced by the demand for **natural and simple to make** foods

- Indonesians are preferring food and beverages that are natural, organic and are attracted to claims of 100% natural and pure
- Consumers are also looking for simple recipes

During the peak of Covid-19

# Thai consumers continue to be price conscious, preferring homemade, fresh-picked and chemical free foods

Consumption Drivers based on Consumer Discussion January 2020 – August 2020



January 2020 – April 2020



Taste 20.03%



Health 17.37%



Price 15.61%



Distribution 13.51%



Packaging 8.44%

As Thailand emerges from Covid-19



**Taste 18.52%**



**Health 17.18%**



**Price 11.97%**



**Ease of Preparation 9.59%**



**Natural 6.89%**

*Taste over Health*

With a long state of emergency, extending until end of August 2020, Thai consumers are still wary of price of food

- In addition, consumers want recipes and solutions that allow them to quickly whip up tasty meals at home
- There is also a rise in preference for natural, fresh-picked and chemical free food items

During the peak of Covid-19

# Consumers seeking not only immunity, but various other health benefits like energy and fitness from food

#2

Consumption  
Driver

**Health**  
**17.43%**

101 Mn

Consumer Data Points

- Health is one of the main need driving the consumption of food among ASEAN consumers
  - Consumers are opting for foods that are *healthy*, and are good for *energy, diet, fitness and weight watch*
  - Foods rich in *vitamins* and that provide *immunity* against the virus are also important for consumers

HEALTH: Trend over 1 January 2019 to 31 August 2020



March 2020 when  
pandemic hit the region

Consumer interest in Health reached an all time high in March 2020, and it continues to be high this year

# New products with various micronutrients to improve immunity and gut health amid the pandemic

Health  
17.43%



Beta-Glucan Chocolate Balls  
Fungi-derived beta-glucan to improve kids' immunity



In April 2020, Avida Health, a Singapore-based dietary supplement firm, announced that it will be launching a chocolate ball **functional food to improve immunity of kids aged 4-12**. The product will have fungi-derived beta-glucan which are believed to boost immunity



Vitamin C Jelly  
Jelly rich in Vitamin C



In July 2020, House Osotspa Foods, the producer of C-vitt drink in Thailand, expanded the C-vitt format to jelly, described as a **"new experience"** for daily intake of Vitamin C



Gut Health and Immunity Boosting Crackers  
Prebiotic Inulin Fibre for Healthier Gut and Immunity



In May 2020, Filipino snack manufacturer Rebisco launched Jeanne & Jamie's Recipes Digestives Biscuits and Cracker Thins (low-sodium). These are enriched with **prebiotic inulin fibre, believed to help the body absorb more nutrients** and thus help improve immunity

# Consumers in ASEAN preferring local, familiar and authentic tastes, with need for “spicy” on the rise

#1 Consumption Driver in ASEAN based on Consumer Discussions from 1 January 2019 to 31 August 2020



**Taste**  
20.64%

122 Mn  
Consumer Data Points

- During these uncertain times, consumers in ASEAN not only looked for indulgence and comfort, but also **familiar and authentic** taste profiles to make them feel close to home or “away from uncertain/foreign”
- Preference for spicy flavours like Mala and Sambal is also on the rise



**Local Flavour Yogurt**  
**Black Glutinous Rice Flavoured Greek Yogurt**  
In August 2020, Heavenly Blush launched black glutinous rice/ketan hitam (a traditional food in Indonesia) flavoured spoonable Greek yogurt.



**Spicy New Flavour**  
**Mala Chicken**  
In August 2020, Richeese Factory, a popular QSR in Indonesia, introduced Mala Chicken menu for spicy lovers.



**Hot & Spicy Sandwiches**  
**Hot Pepper Chicken and Spicy Mayo Chicken Sandwiches**  
In June 2020, Subway Malaysia launched #tambahpedas limited edition Hot & Spicy subs range to cater to Malaysians' tastes



# DIY milk tea, cocktail and mocktail kits to cater to consumer need for easy-to-make tasty beverages at home

*Among Top 5 Consumption Drivers in ASEAN based on Consumer Discussions from 1 January 2019 to 31 August 2020*



**Ease of Preparation**  
8.64%

51.1 Mn

Consumer Data Points

- Consumers across various markets in ASEAN are interested in “easy to make” meals and recipes
- As the preference to dine at home to avoid crowds remains, consumer are looking for ways to quickly create tasty and healthy foods and beverages at home



## DIY Milk Tea Kit

Milk Tea kits to easily make bubble tea at home

In May 2020, Liho, milk tea chain from Singapore, and Tealive, milk tea chain from Malaysia, launched DIY kits to make bubble tea at home



## Beer and Cocktail Pouches

Cocktail pouches delivered to consume/serve at home

In August 2020, Harry's, a bar chain in Singapore, started delivering beer and DIY cocktail and mocktail pouches to cater to consumer need for ease of preparation at home

# Meal kits to prepare various types of cuisines in the comfort of home are becoming popular

*Among Top 5 Consumption Drivers in ASEAN based on Consumer Discussions from 1 January 2019 to 31 August 2020*



**Ease of Preparation**

**8.64%**

**51.1 Mn**

Consumer Data Points



## DIY Taco Kit

**DIY Taco Kit to make restaurant like spicy tacos in the comfort of home**

During 22 June–31 Aug 2020, Taco Bell in partnership with Foodpanda, delivered DIY Taco Kits in Thailand to tap onto the novice cooks and to inspire them to create Taco Bell's signature Taco Supreme, in their own style, anytime, anywhere.



## Ready-to-Cook Meal Kit

**Meal kit to make Taiwanese Ja-jiang Noodles**

In April 2020, modern Taiwanese restaurant Formosan Kitchen & Tea Bar introduced a new ready-to-cook meal kit series in Indonesia. The box contains a cooking manual and all the ingredients to cook Taiwanese Ja-jiang Noodle (chicken).

# Innovative flavours to break the monotony and offer a novel experience to consumers

#4 Consumption Driver in Singapore based on Consumer Discussions from 1 January 2019 to 31 August 2020



**New and Innovative**  
6.62%

**2.1 Mn**  
Consumer Data Points



- Singaporean consumers want food items and beverages that are **new and innovative**
- Consumers, restricted by limited travel options and lack of new experiences, are turning to food for **novelty of experience**



## Innovative Bubble Milk Tea Milk Tea in Combination with Dalgona Coffee, Caramel Popcorn

In July 2020, LiHo Tea launched dalgona blueberry latte, dalgona brown sugar pearl coffee and yuan yang (coffee with tea), to cater to the consumer need for something new and innovative. Further, Bober Tea launched caramel popcorn and butterscotch milk tea in Aug'20



## Local Flavour with a Twist Impossible™ Rendang Pie

In late June 2020, Starbucks in Singapore launched Impossible Rendang Pie for a limited time. An expansion to Starbucks' plant-based menu, the Rendang Pie aimed to cater to consumer need for local flavours with an innovative twist

# Various new additions with organic and natural properties on popular e-commerce channels to attract consumers

*Among Top 5 Consumption Driver based on Consumer Discussions from 1 January 2019 to 31 August 2020*



**Natural**

**MY: 5.34%**

(6.77 Mn Consumer Data Points)

**TH: 6.89%**

(10.45 Mn Consumer Data Points)



- As the consumer focus on a variety of health benefits from food rises, *raw, natural, real, wholegrain, pure, chemical free, multigrain and organic* properties of F&B have more and more influence on consumer decisions in various markets in ASEAN

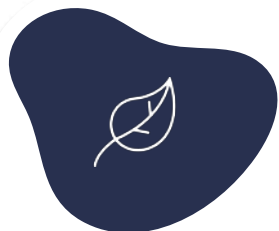


## Organic Almond Milk

**No preservative vegan shake with organic almond milk, quinoa, pea protein, soy protein, matcha powder**  
 Horray “Better Vegan Shake” newly available on Tops Thailand, with stevia and various plant-based protein as ingredients to cater to consumer need for natural products with various health benefits

# Natural products catering to other consumer needs of low-sugar and plant-based protein

*Among Top 5 Consumption Driver based on Consumer Discussions from 1 January 2019 to 31 August 2020*



**Natural**

**INDO: 6.65%**

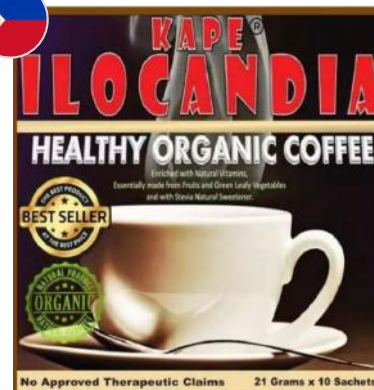
(14.88 Mn Consumer Data Points)

**PH: 7.53%**

(4.26 Mn Consumer Data Points)



- In Indonesia and Thailand too, more and more products with claims of being organic, chemical free, preservative free are available on e-commerce channels



## Organic Coffee for Immunity

**Decaffeinated, Organic, Herbal drink for cleansing, detoxification, natural healing and immunity**

Kape Ilocandia is one of the new additions on Lazada PH. It claims to help in cleansing and detoxification of body and strengthening the immune system along with helping with natural healing process

# Singaporeans and Filipinos concerned about the safety and quality of foods they consume

*Among Top 5 Consumption Drivers based on Consumer Discussions from 1 January 2019 to 31 August 2020*




**Safety**

**SG: 6.51%**

(2.06 Mn Consumer Data Points)

**PH: 4.83%**

(2.73 Mn Consumer Data Points)

-  Consumers in Singapore and Philippines want to be assured of the safety and quality of the food they consume
  - In Singapore, the need for safe-to-consume reached an all time high in April 2020, when the pandemic was at its peak
  - In Philippines, however, the need for safety and quality peaked in Mar'20 and is continuing to be slightly higher than last year



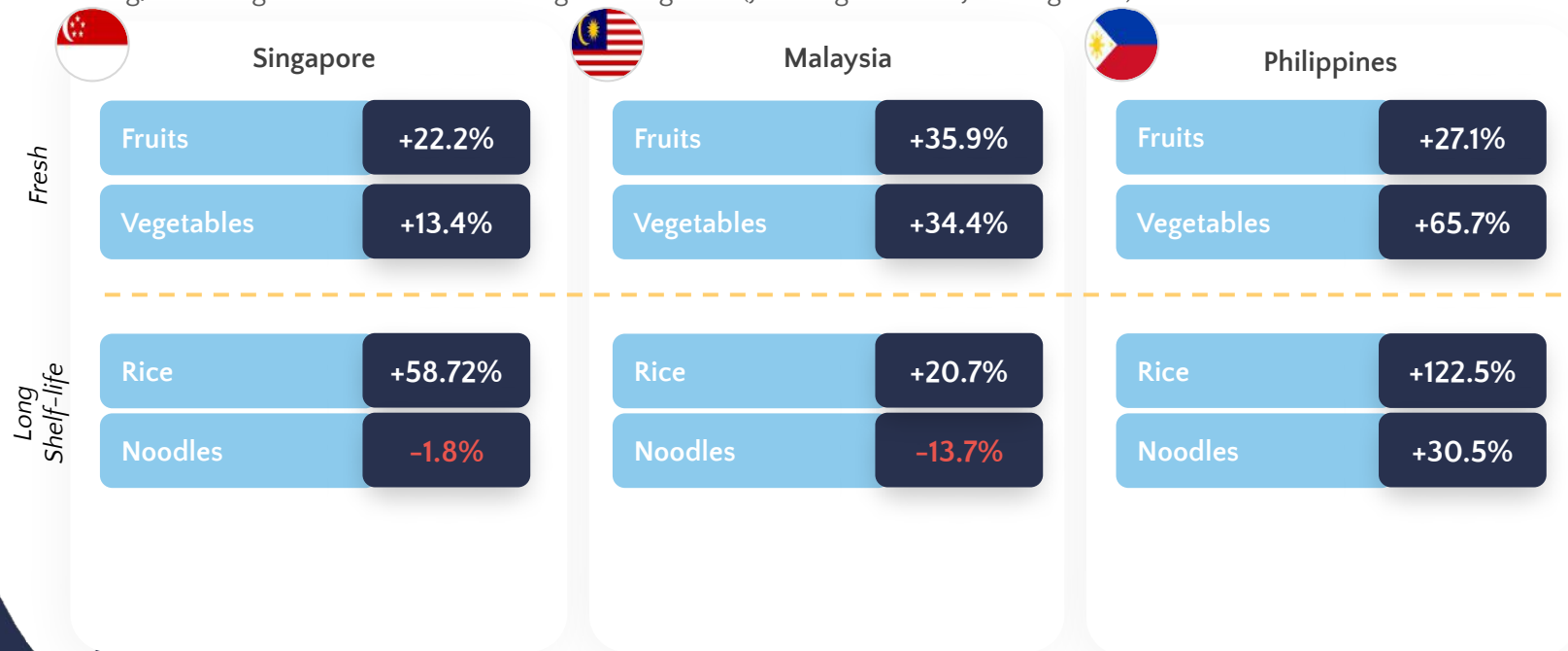




# Growing and Declining Food and Beverage Categories

# Fresh fruits and vegetables and staples like rice showing high growth driven by cooking at home

Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)

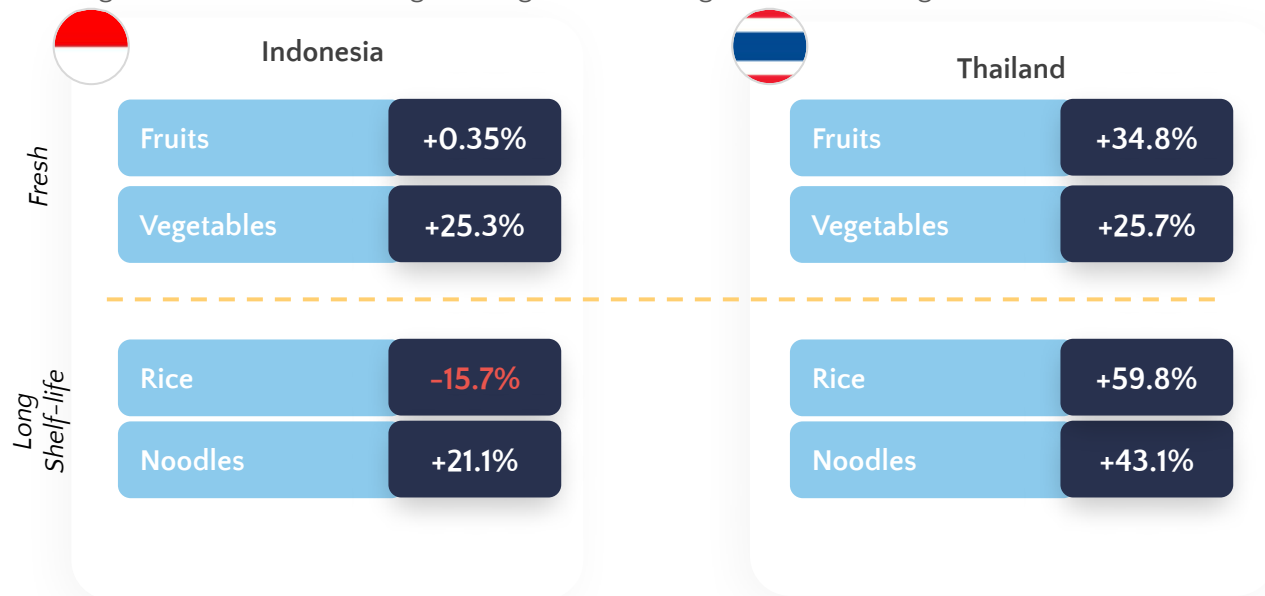


Base: 590.7 Mn consumer data points



# Indonesians showing low increase in interest in fresh fruits, but consumer interest in vegetables and noodles is on the rise

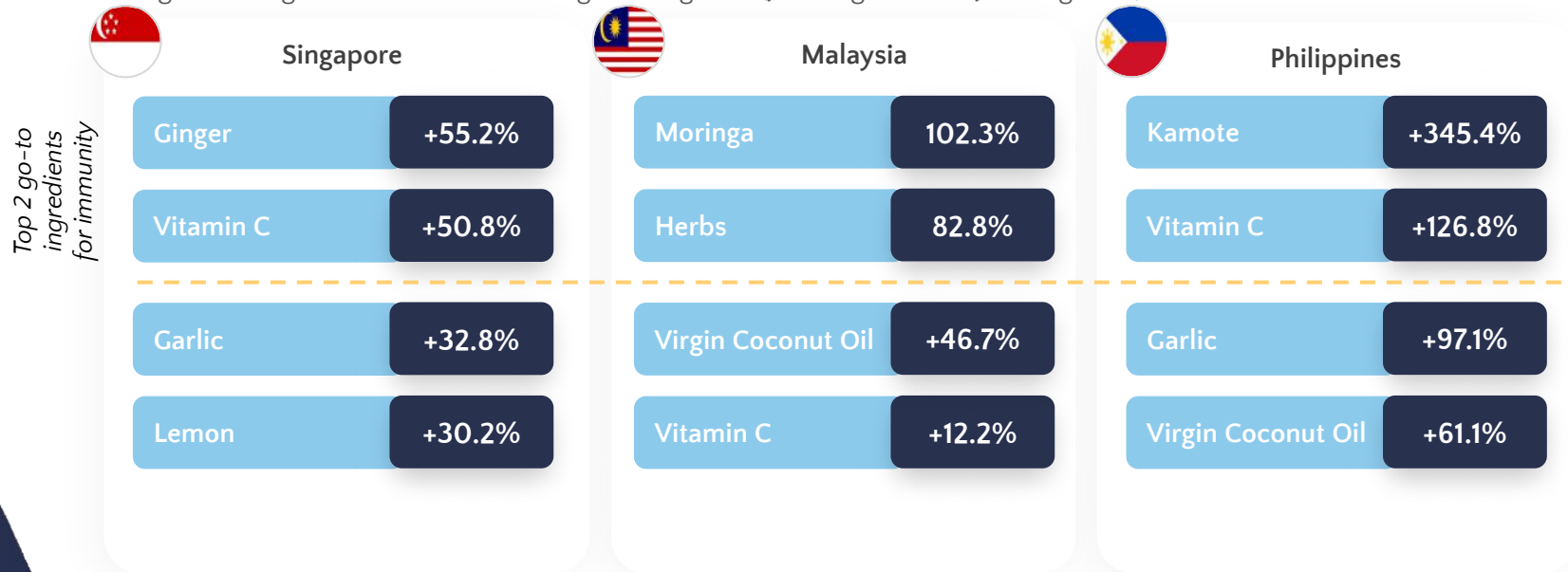
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Singaporeans relying on traditional ingredients, while Malaysians and Filipinos exploring Moringa, Kamote and Virgin Coconut Oil for immunity

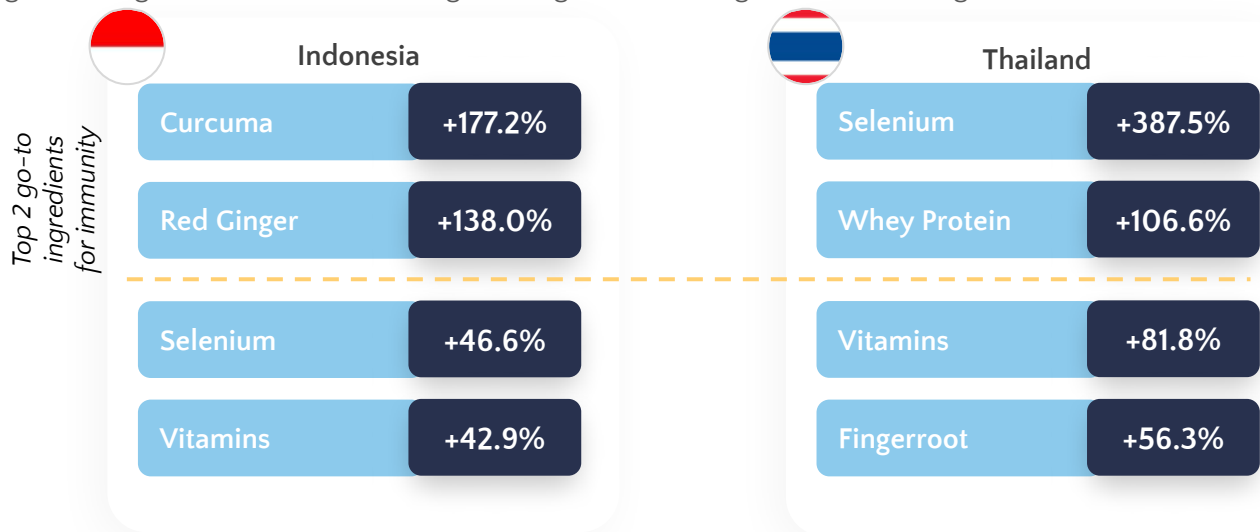
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Ingredients to make Jamu still trending in Indonesia, while selenium, whey protein and fingerroot are in demand in Thailand

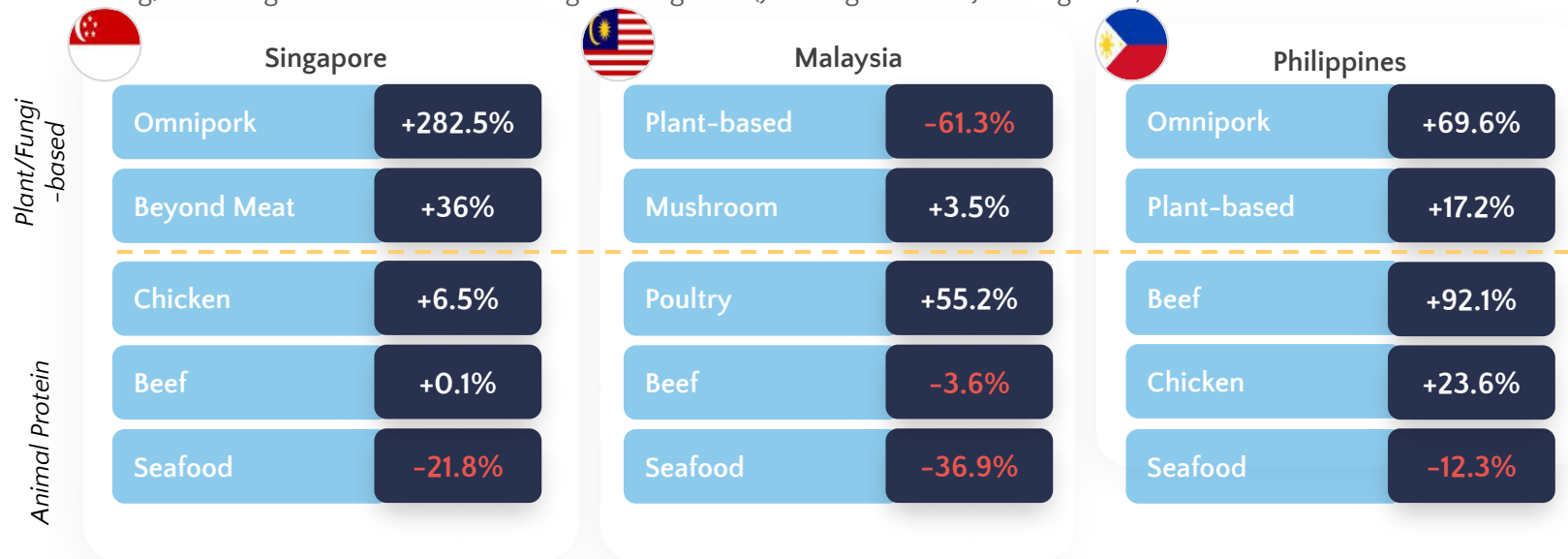
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Seafood is declining across SG, MY and PH; rising interest in plant-based alternatives in SG and PH

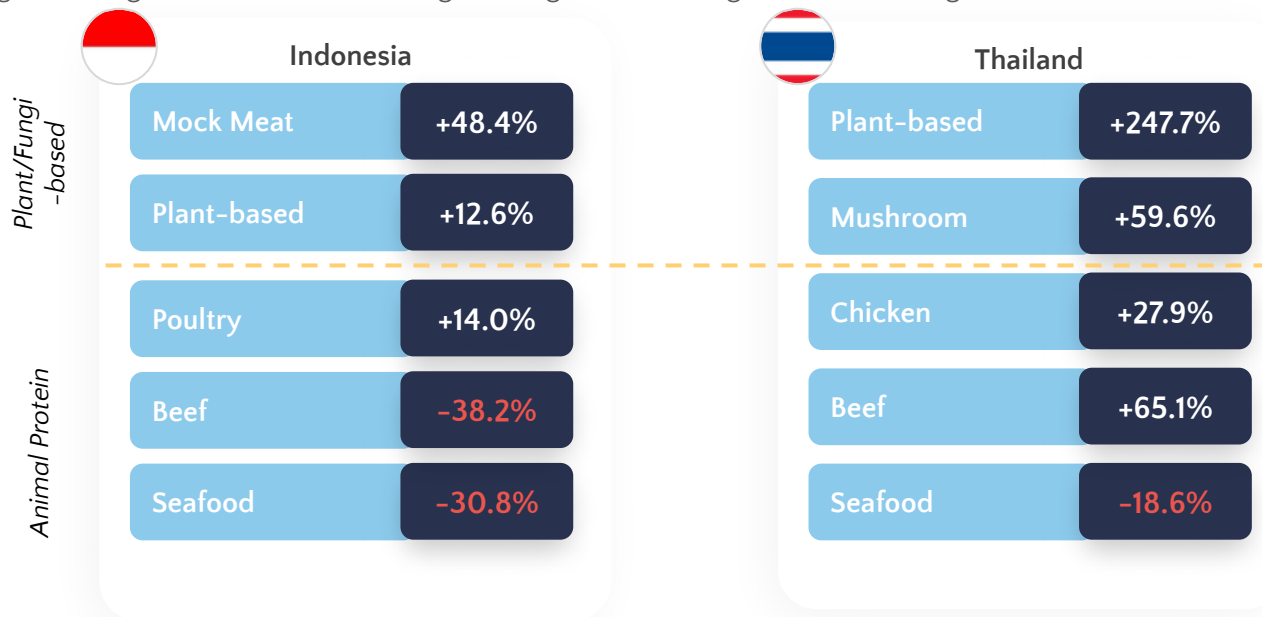
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Beef impacted by import interruptions in Indonesia; Thai consumers showing much more interest in plant-protein as compared to Indonesians

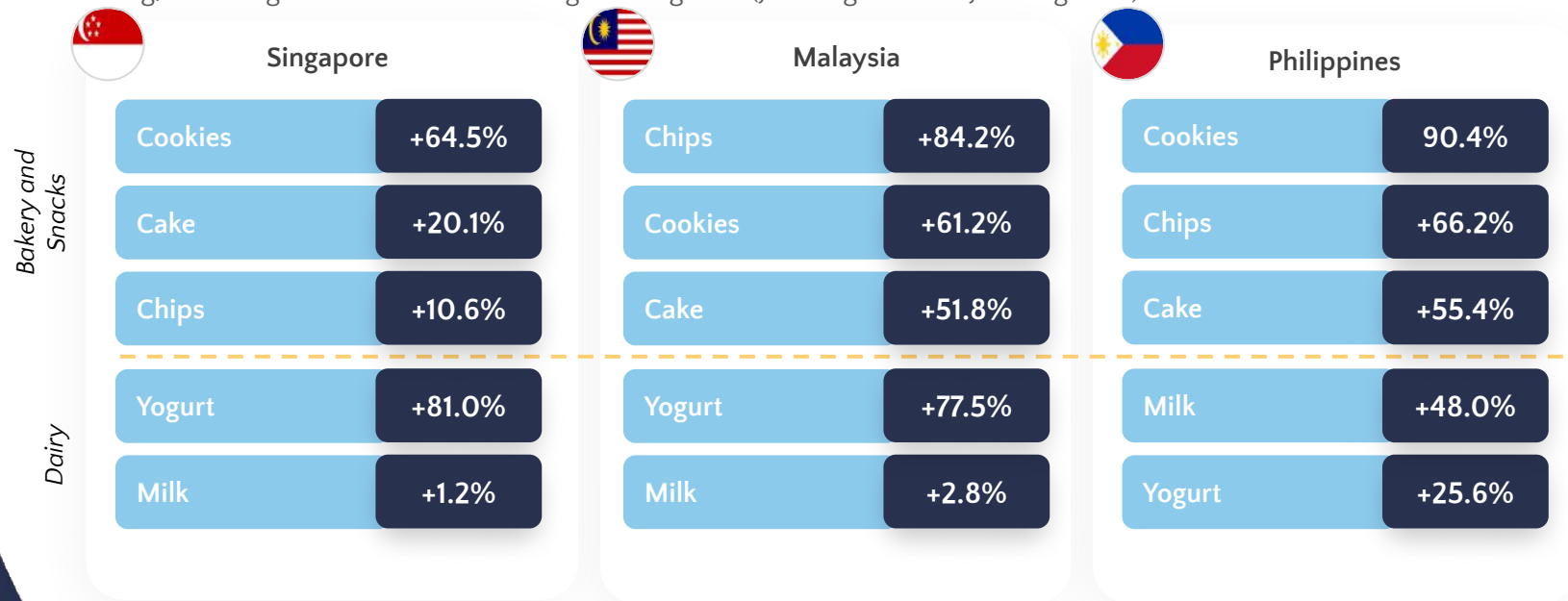
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Rate of growth of bakery and snacks is relatively slower in SG, but still continues strong in MY and PH; Dairy is growing

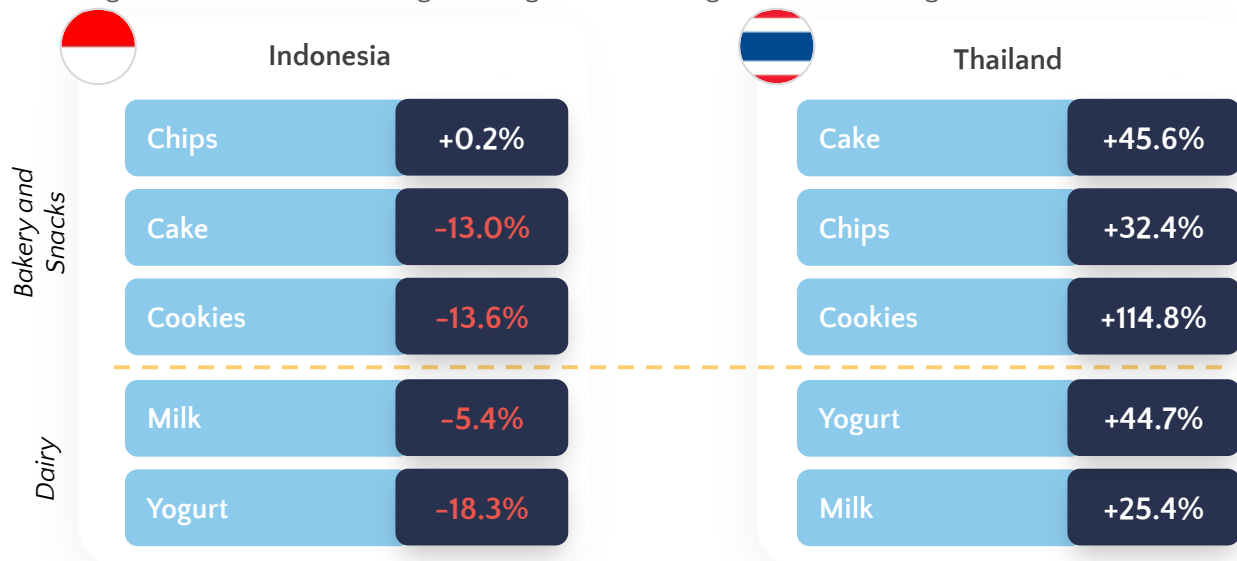
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# Indonesians are munching less on cookies and cakes; Thai consumers interest in snacks, bakery and dairy items continues

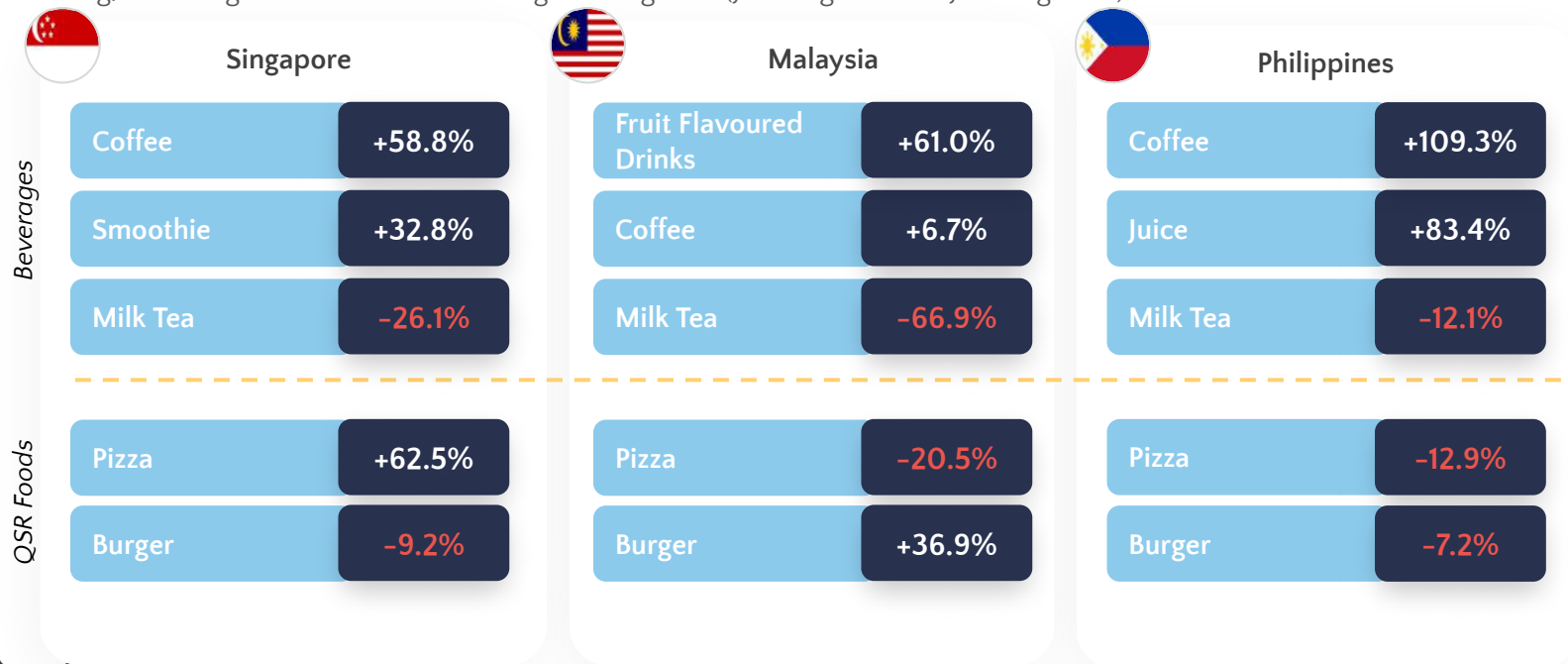
Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points

# SG and MY showing some increased consumer interest in QSR foods as dining out opens; interest in milk tea is less as compared to last year

Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



Base: 590.7 Mn consumer data points



The chart displays sales growth percentages for beverages and quick-service restaurants (QSR) in Indonesia and Thailand. The y-axis represents the percentage change, ranging from -40% to 80%. The x-axis lists the categories: Beverages and QSR Foods. A dashed horizontal line separates the two categories. The bars are color-coded: light blue for positive growth and dark blue for negative growth. The data is as follows:

Category	Country	Growth (%)
Beverages	Indonesia	Juice: +15.8%
	Indonesia	Milk Tea: +9.5%
	Indonesia	Coffee: -18.4%
QSR Foods	Indonesia	Pizza: -31.0%
	Indonesia	Burger: -31.9%
	Thailand	Coffee: +64.9%
Beverages	Thailand	Smoothie: +45.9%
	Thailand	Milk Tea: +17.4%
	QSR Foods	Thailand
Thailand		Burger: +25.4%



# Patterns/Opportunities to Tap into in the New Normal



# Plant-based Protein products being launched in Quick Service Restaurants and Retail are not targeting a niche group of vegans but all-types of dieters

- Local and international retail brands as well as quick service restaurants (QSRs) are launching meat alternatives and non-dairy products leading to an increased consumer interest in trying out these products
  - Starting this month (Sep'20), plant-based beverages **Oatmilk** Cocoa Macchiato made with Oatly, and **Almond Milk** Hazelnut Latte will be available at **Starbucks** across ASEAN markets (SG, MY, PH, INDO and TH)
  - In addition, Starbucks has also launched an **Impossible™** Wrap and Impossible™ Rendang Pie in Singapore and **Beyond Meat** sandwich in Thailand
  - In Jun'20, a local Malaysian player **Snappea** launched a new plant-based drink made from peas. The product is available online and at major retail chains in Malaysia
  - In Singapore, Japanese fast food chain **MOS Burger** and Singaporean bakery chain **BreadTalk** have launched plant-based options in partnership with **Impossible Foods**
- These products are not only popular among vegans/vegetarians but also among flexitarians\* and non-vegetarians as consumers are attracted to the new products and want to try them at least once

\*Flexitarian Diet is a style of eating that encourages mostly plant-based foods while allowing meat and other animal products in moderation

## Popular QSRs and Retail players responding to plant-based trend

### Starbucks – Impossible Foods, Beyond Meat, Oatly



Starbucks has launched many plant-based foods and beverages in Singapore, Malaysia, Philippines, Indonesia and Thailand in partnership with Oatly, Beyond Meat and Impossible Foods

### BreadTalk – Plant-Based Meat Bun in partnership with Impossible Foods



In Jul'20, BreadTalk introduced plant-based meat bun Impossible Pepper, made with Impossible Foods' plant-based meat filling, turnips and black pepper sauce stuffed in a charcoal bun

### Snappea – Pea milk



A local Malaysian company Snappea launched pea-milk, a high protein vegan drink as a dairy alternative



# Singaporean and Thai consumers focusing on probiotics not only for improved gut health, but for absorption of nutrients for a stronger immune system

- Immunity-enhancing probiotics and prebiotics are trending in Singapore and Thailand. Consumers are looking for food and drinks that can **cleanse the gut and thus improve the absorption of nutrients for a strengthened immune system**



Probiotic

+47.9%

Yogurt Drink

+34.3%

GUT HEALTH: Trend over 1 January 2019 to 31 August 2020



Probiotic

+5.6%

Yogurt Drink

+60.4%



# Food innovators launching variety of products to meet consumer need for gut health and immunity



## Asmara – Ginseng Para-probiotic powdered blends



In Aug'20, Asmara, a Singapore-based beverage and supplement brand, launched two new products combining ginseng and para-probiotic in a powder format.

**Para-probiotics** are believed to have **immune-boosting** properties in addition to improving **gut health**



## Sensus – Inulin from chicory root for digestive health



In Jul'20, the Thai FDA approved the claim that inulin from chicory root helps to increase bifidobacteria in the intestine, following which Netherlands-based ingredients firm Sensus will launch its **chicory root products** for **gut health** in Thailand market

# Key Takeaways

A photograph of a plate of food, likely a traditional Southeast Asian dish. The plate contains a bowl of curry with meat, a side of rice topped with a fried egg, and garnishes including green chilies and a hard-boiled egg. The text "Key Takeaways" is overlaid on the image.

# Growing and Declining F&B Categories

Fastest Growing/Declining Food Items and Beverages Categories (Jan-Aug 2020 vs Jan-Aug 2019)



## Fresh vs Long Shelf Life

- Demand for fresh food and staple grains like rice is still high driven by the growing trend to cook at home. In Indonesia, however, rice has declined while noodles continue to grow.



## Immunity Boosting Ingredients

- Apart from the traditional ingredients like vitamin C, ginger and garlic, Moringa in MY, Kamote in PH, Curcuma in INDO and Selenium in TH are in-demand



## Plant-based and Animal Protein

- Interest in plant-based proteins and brands has surged as consumers explore new plant-based offerings in QSRs and retail. Except for seafood and beef in INDO and MY (*due to multiple import disruptions in 2020*), demand for popular animal meats like chicken and poultry remains high



## Bakery, Snacks, Dairy

- Bakery and snack products are still showing a high growth in MY, PH and TH. Dairy products are also trending for immunity and strength in all markets except Indonesia



## Cafe/Restaurant Food and Beverages

- Restaurant foods like burgers and beverages like carbonates and coffee that accompany them are rising in Thailand. Milk tea, however, is declining in SG, MY and PH, probably because of increased focus on diet and weight



# Opportunities and Patterns in the New Normal

Consumers in ASEAN are trying plant-based protein and dairy alternatives as more and more options become available. In addition to traditional ingredients for immunity, consumers are also focusing on probiotics for better gut health and to naturally strengthen the immune system.

## Plant-based Protein and Dairy Alternatives



- Plant-based Protein products being launched in Quick Service Restaurants and Retail are not targeting a niche group of vegans but all-types of dieters, including flexitarians and non-vegetarians who are willing to try new products

## Probiotics for Gut Health and Immunity



- Immunity-enhancing probiotics and prebiotics are trending in Singapore and Thailand. Consumers are looking for food and drinks that can cleanse the gut and thus improve the absorption of nutrients for a strengthened immune system

# Questions?

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