

ASIA PACIFIC

FLAVOUR BEYOND

POWER TO THE PEOPLE

ISSUE 21 | MAY 2024



2024 ushers in an era of shift in consumer behaviour, characterized by a growing focus on *purpose*.



The *“Power to the People”* movement captures the trend of empowered consumers who are wielding growing influence. More informed and *influential* than ever, consumers seek brands that resonate with their values. This leads brands to prioritise consumers’ fulfilment and purpose, beyond maximizing value through pricing.

Table of Contents

1a. The Foodture

Discover the consumer trends that are shaping

2024 and beyond

1b. Eatsighting

Learn how leading brands are

catering to *emerging*
consumer preferences

2. Flavouracle

McCormick® Flavour
Forecast® 24th Edition:

Flavour of the Year

- Tamarind



1a. The Foodture

1b. Eatsighting

5 key themes to look out for
and **new product launches** that are
staying ahead of consumer trends

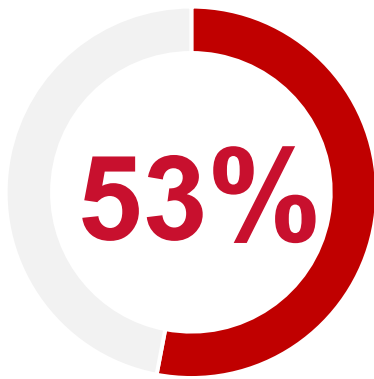
- **The Savvy Consumer**
- **Indulge in Health for a Better Tomorrow**
- **Thriving Green; Building a Better Planet**
- **Tech meets Taste**
- **Flavour Exploration**



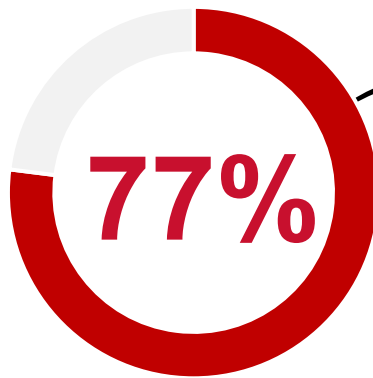


The Savvy Consumer

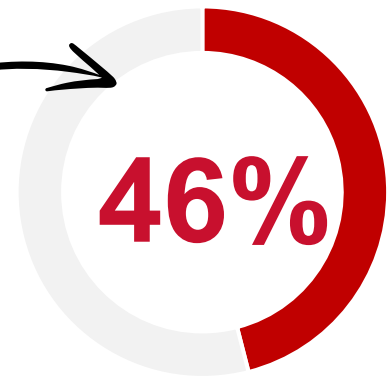
The savvy consumer emphasizes on value instead of looking for the lowest price in the market. Consumers are currently facing the tangible impacts of price inflation, prompting them to actively seek ways to minimize their spending on food and beverages. However, rather than eliminating treats altogether, consumers are becoming more strategic in their budgeting. As a result, they are prioritizing *premium experiences* at home compared to dining out at restaurants.



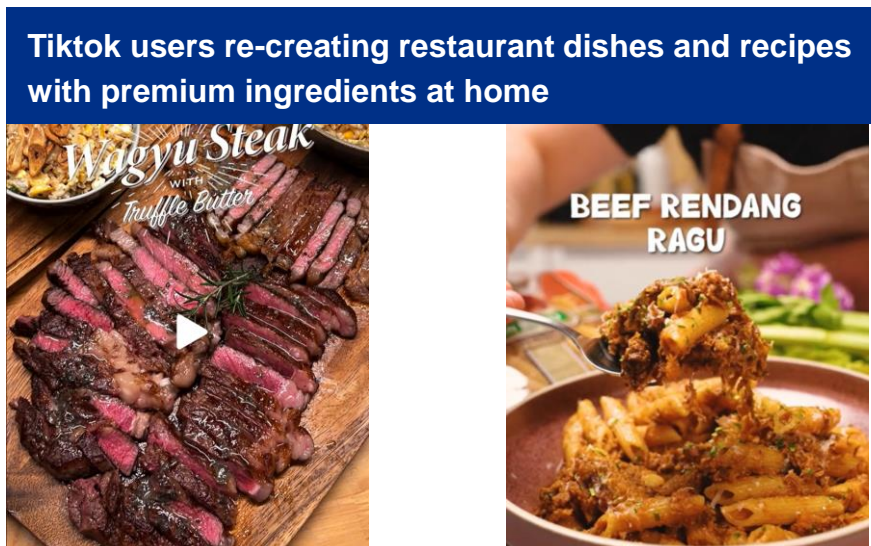
53% of global consumers are actively looking to **reduce** spending on food and drink. 2023



77% of global consumers have **cut back spending in** restaurants and cafes over the last 6 months.



46% of these customers have sought out more **premium** treats at home



The Savvy Consumer



LAY'S, TAIWAN

Dec 2023, Jan 2024

Lay's new chip flavors, inspired by upscale restaurant dishes like **Kobe Beef**, **Scallops**, and **Smoked Pork Ribs**, aim to provide a premium experience and bring a touch of gourmet to consumers' snacking routine.

NISSIN FOODS, SINGAPORE

Apr 2024

A limited edition collagen hotpot flavour which is made with **rich chicken broth** enhanced with the familiar texture of smooth and **creamy collagen**.



SUNTORY, JAPAN

May 2023


The Premium Malt's Japanese Ale series has a fruity taste and refreshing aroma that suits the Japanese palate. It is achieved by combining **carefully selected ingredients** and Suntory's unique **top-fermenting yeast**. The contents of the package have achieved a soft mouthfeel by partially using wheat malt in addition to **polished diamond malt**.

Indulge in Health for a Better Tomorrow

The post-pandemic era has witnessed a surge in focus on daily health, particularly extending *healthspan* and promoting *healthy ageing*. Generation X (ages 44-58 in 2023) in particular is pioneering approaches to maintain active lifestyles well into their later years. This presents a significant gap for brands to address the multifaceted nutritional, physical, and mental health needs of this demographic.

WHY IS THIS IMPORTANT FOR BRANDS?




According to World Health Organization, *1 in 6*  people in the world will be aged 60 years and older by 2030.

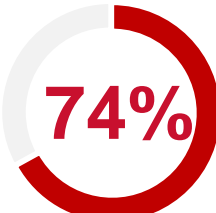
In the Asia Pacific region, individuals aged 45 and above constitute *33%* of the total population. Projections indicate that by 2040, this percentage will surpass *45%*.

THE FUTURE IS NOW

Consumers are prioritising their well-being today by becoming more mindful of their nutritional intake. This shift is reflected in their shopping habits, as they increasingly scrutinise product packaging and ingredient lists. *Protein*, for example, is viewed as one of the most important ingredients by consumers globally. This essential nutrient can now be found in a wider variety of forms, beyond traditional meat products.



42% of global consumers say **Protein** is the most important ingredient



74% **Check nutritional information** on food and drink (2023)



67% **Avoid artificial ingredients** in food and drink (2023)

Indulge in Health for a Better Tomorrow

MEBLE TRAIL MIX, THAILAND

Sep 2023

Meble, based in Thailand, presents a line of health-centric snacks for older adults, including a premium **nighttime trail mix, soft dehydrated fruits with probiotics** and natural dried fruits like mango. Meble addresses the specific dietary needs and preferences of senior snackers.



OYATSU, JAPAN

Oct 2023

A new supplement snack series; these 3 products were developed with the concept of **replenishing nutrition** when one is hungry and the idea that one can continue to consume **vitamins** without trying too hard. For example, the vegetable consommé flavour contains **10 billion "protective lactic acid bacteria L-137®"**, oligosaccharides and dietary fibre.

OOBLI, USA

Sep 2023

Oobli Tea **swaps out sugar for proteins**. Oobli's commitment to transparency and meeting consumer needs makes it a refreshing choice for those looking for a healthier alternative in their tea-drinking experience.





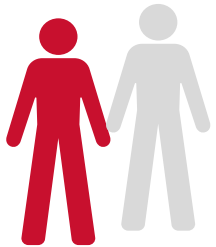
Thriving Green; Building a Better Planet

IMPORTANCE OF PRODUCTION AND SUSTAINABILITY

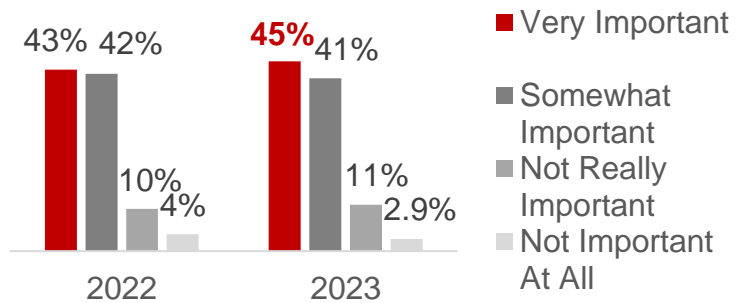
Consumers are being increasingly aware of climate change's impact on food production. They expect producers of all sizes to adopt *environmentally friendly practices* that safeguard biodiversity and natural resources.

Over 1 in 2

Product packages are environmentally friendly or sustainably made or packaged



APAC consumers stated that they have adopted sustainability practices when purchasing products



Consumers are now more conscious than ever about their carbon and ecological footprint of various products. In APAC, 45% of consumers find it crucial that products are environmentally friendly or have sustainable packaging (up from 43.3% in 2022). They are seeking products that contribute positively to both the environment and society, reflecting an evolving trend towards *responsible and sustainable consumption*.

RESPONSIBLE CONSUMPTION AND PRODUCTION

MCCORMICK'S PURPOSE-LED PERFORMANCE



New red cap herbs & spices bottles made from **50%** post-consumer recycled plastic

Thriving Green; Building a Better Planet



DOI KHAM ICE POP, THAILAND

March 2023

Doi Kham Ice Pop is a **shelf stable product** that is sold in a Tetra Pak packaging (85ml). Since it does not need to be refrigerated, this product helps to **reduce energy consumption and has lower carbon footprint** compared to traditional ice cream. Consumers could refrigerate the product when they want to consume it.

CJ CheilJedang, SOUTH KOREA

May 2023

Excycle Basak Chips are **made from by-products** such as CJ’s Hetbahn **instant rice** and CJ Happy Soy **tofu products**, which are generated during the food manufacturing processes and would have been **discarded** otherwise. Each pack of 45g of chips also contains nutrients equivalent to the **protein of an egg (7g)** and **fibre of 2 bananas (4g)**.



FIVE STAR, THAILAND

April 2024

Five Star’s “No Refry” campaign showcases their commitment to promote the **proper disposal of used cooking oil** and encourage **recycling** by converting it into valuable products, such as **sustainable aviation fuel (SAF)**. It complements Bangchak Group “Fry to Fly” campaign where used cooking oil is purchased and converted to SAF. Franchisees that meet the criteria will be awarded the “No Refry” certification.



Thriving Green; Building a Better Planet

WHAT IS ALTERNATIVE PROTEIN?

Driven by the critical need for sustainable and ethically sourced protein, alternative proteins (alt-proteins) are revolutionizing the global food system. This rapidly growing field encompasses innovative production methods that are redefining how we obtain and consume protein.

Plant Based Protein: Derived from various plant sources such as grains & vegetables. Alternatives to animal-derived proteins and have lower environmental footprint.



Cultivated Meat: Growing real animal cells in controlled environments. Ethical and sustainable meat production that reduce reliance on traditional farming and generates less carbon footprint.



Molecular Farming: Harnessing genetically modified plants to produce valuable compounds, such as introducing animal DNA to seeds to create protein factories. This scalable method utilizes traditional farming until harvest, making it efficient for large-scale protein production.



Thriving Green; Building a Better Planet

MIRUKU, NEW ZEALAND

Feb 2024

Miruku blends the lines of biotech and agriculture for future food by programming plants to produce **dairy molecules**. The tech involves modifying plant cells into mini-factories that can **replicate animal-derived proteins, fats, sugars and other molecules**, which can then be **harvested from leaves** or other plant tissues.



CHINA CHILCANO x GOOD MEAT, USA

July 2023

China Chilcano, a Peruvian restaurant in D.C. is only one of two nationwide offering **cultivated chicken (lab-grown, cultured, or cell-based meat)** as part of a **\$70 tasting menu**. The meat is grown from cells that feed on nutrients and multiply until they can be harvested and molded into strips of chicken.

MOOLEC SCIENCE, POLAND

Oct 2023

Moolec is known for its **molecular farming** capabilities where **proteins are produced using plants** instead of animals. It bioengineers soybeans and yellow peas to produce bovine and porcine proteins that enhance the flavour, texture, colour and nutrition of plant-based meat. Its newly developed “Piggy Sooy” has achieved both **soy and pork proteins** where its beans have a pink hue akin to that of pork.

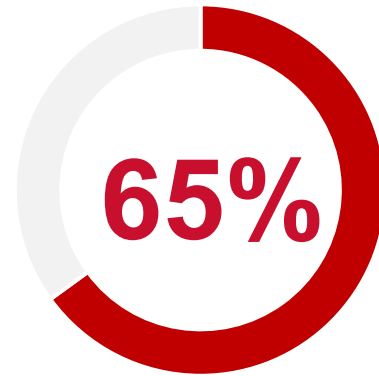


Tech meets Taste

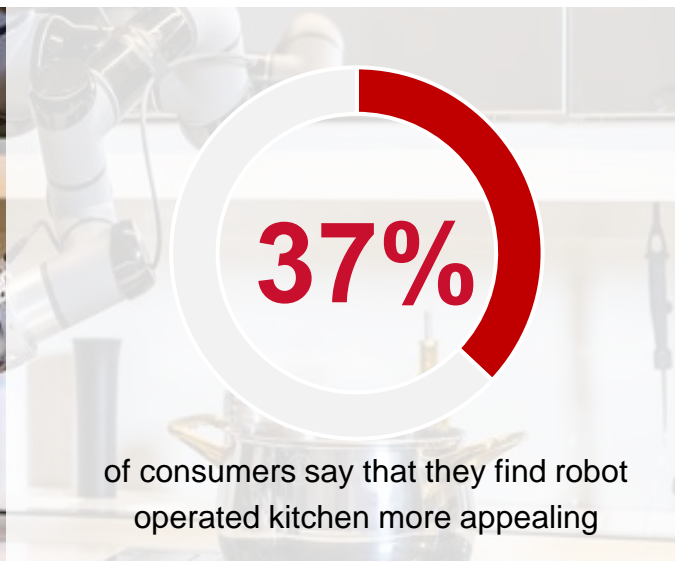
ARTIFICIAL INTELLIGENCE

The rise of Artificial Intelligence (AI) has coincided with a growing consumer reliance on technology. This presents a significant opportunity for the food service sector to leverage innovative solutions. Consumers are increasingly receptive to tech-based advancements, particularly those offering enhanced convenience, improved quality, or cost-effectiveness.

The growing interest in robot-operated kitchens exemplifies this openness. By embracing technological innovation, the food and beverage industry can unlock unique avenues for experimentation, catering to a progressive and adventurous customer base.



of Asia Pacific consumers are comfortable with businesses using AI to personalise their experiences

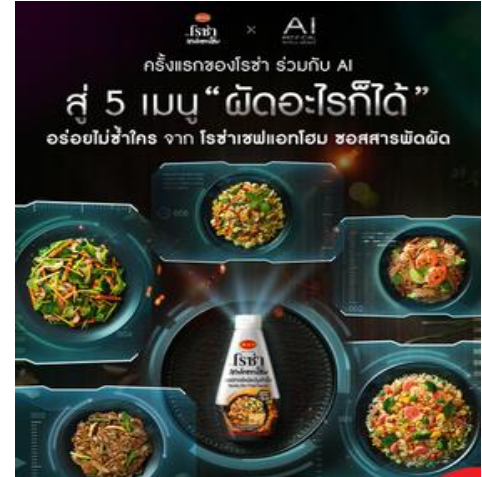


Tech meets Taste

AI ROZA CHEF@HOME, THAILAND

Sep 2023

Roza brand, has introduced **AI-powered Roza Chef@Home Variety Stir-Fried Sauce**. 5 stir-fried dishes are **customized to Thai consumers' taste preferences**, utilizing common leftover ingredients and pantry staples. This is perfect for indecisive home cooks as they can transform various ingredients into delicious and satisfying meals.



AI CANTEEN, CHINA

Aug 2021

In Shanghai's Changning district, the AI canteen offers 30+ breakfast options and features an **intelligent cooking system with robotic arms** for efficient food preparation and packing. Diners will only have to place dishes on the smart cashier desk, which automatically figures out the cost of each meal.



HEALTHIFY, INDIA

Dec 2023

Healthify introduces Ria 2.0, which offers **personalized health coaching based on factors** such as calorie intake, activity level, and location, even suggesting diets tailored to user requirements. Healthify also announced its partnership with Swiggy, allowing users to seamlessly **order food and groceries based on AI-driven diet recommendations**.



Flavour Exploration

CATERING TO THE ADVENTUROUS PALATE

Today's consumers are increasingly seeking novel and captivating taste experiences, prompting brands to unleash their culinary ingenuity.

National Pride: Cultural heritage takes centre stage as brands weave familiar flavours and local ingredients into innovative launches. It reflects a connection to cultural roots and traditions.



Retro Throwback: Nostalgia reigns as consumers seek comfort and familiarity. Rediscover and embrace nostalgic experiences by intertwining the charm of the past with new contemporary flavours.



Domino's Japan 1980's Quattro Pizza, Oct 2023

Umami Unleashed: "Umami" also known as the fifth taste, is a unique flavour profile that stimulates salivation and activate pleasure centres in the brain. As umami becomes increasingly mainstream, brands are pushing boundaries by layering various umami-rich ingredients together, from mushrooms to miso.



Koka Singapore Mushroom Miso Baked Noodles, Mar 2023

Flavour Exploration

KETTLE, AUSTRALIA

Oct 2023

Inspired by popular **Australian-owned Ginger Beer**, the new Kettle Bundaberg Ginger Beer Potato Chips are slow-cooked for extra crunch and have a seasoning like no other – **sweet with the zesty flavour of real ginger**.



SASA, INDONESIA

Dec 2023

PT Sasa Inti has unleashed a playful twist on its beloved condiments with the launch of 3 Sasa **Sambal Looney Tunes Sauces** – Sambal Asli, Tomato Sauce and Sambal Extra Spicy. Featuring the iconic Looney Tunes characters and injecting a dose of **nostalgia plus fun into everyday meals for both children and adults**.

JOHNNIE WALKER, THAILAND

Nov 2023

The Johnnie Walker Blue Label Elusive Umami seamlessly blends **sweet and savoury notes**, offering hints of blood oranges, red berries, wood spice, **smoked meat**, and a touch of salt and pepper. Best paired with caviar, this innovative whisky promises a one-of-a-kind umami experience.



2. Flavouracle

Learn about the latest McCormick® Flavour Forecast® 24th Edition; featuring **Tamarind** as the flavour of the year



 2024
FLAVOUR OF THE YEAR
TAMARIND





The Flavour Forecast 24th Edition explores the crossroads between *crave-ability*, the *evolution of authentic cooking*, and *self-identifying* through food and flavour.



SOUR POWER

Layers of flavour and craveability brought to food and drink through *acidic agents*



INDULGENCE, REDEFINED

Thoughtful personalisation of indulgence, from *Newstalgic foods* to *Flavour Maximalism*



THOUGHTFULLY BORROWED

An intentional approach to *new-age fusion* through *regional-traditional cooking*

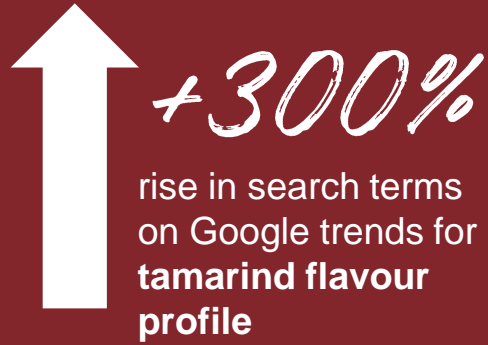


2024
FLAVOUR OF THE YEAR
TAMARIND

**UNIQUE FLAVOUR,
GLOBAL INFLUENCE**

Native to Africa, India, and the Middle East, tamarind has been lending its highly acidic, tangy-sweet flavor to Latin, Caribbean, and Mexican cuisines for centuries.

Its well-rounded, full-flavoured profile holds its own as both the star and supporting act. With innovative new uses in origin cuisines, to elevating dishes and drinks with its craveable tartness, and effortlessly cutting through richness and heat, there is no slowing this fun and funky fruit down!



122M **8K**
views posts

of **#tamarind** content on Tiktok in the last 3 years, with top regions being Mexico, Thailand, US, Canada and South Africa.

TAMARIND



SINIGANG CHICKEN WINGS



2024
FLAVOUR OF THE YEAR
TAMARIND

ALSO SEEN AT...



**DORITOS TANGY
TAMARIND, USA**

Jul 2022

Part of the “Tangy” line-up along with Ranch and Pickle, the chips draw inspiration from Hispanic, Asian, and Indian dishes.

**RAVIN FARM TAMARIND
RUBY YERBA MATE,
THAILAND**

Sep 2023

A new ice beverage that is low in calories and free from added sugar, blending Tamarind with Yerba Mate.



**MAROU CHOCOLATE
CARAMEL TAMARIND MILK
CHOCOLATE, VIETNAM**

Jan 2024

48% milk chocolate blended with a luscious tamarind caramel filling that brim with rich, sweet aroma and a hint of refreshing tanginess

TAMARIND



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flavours demand of tomorrow!**

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