

NUTRITION WATCH: PLANT-BASED FOOD AND DRINK IN APAC

Make plant-based food and drinks more attractive for health enthusiasts with relevant micronutrient fortifications.



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Mintel's perspective

What we've seen

Longer life expectancy triggers consumers to seek out for convenient solutions to maintain quality of life.

Plant-based diets have been growing in popularity as an approach to a healthier lifestyle. However, in cases of lack of food diversity, consumers may be at risk of receiving inadequate nutrients.

Why it matters

As there are still limited fortifications in plant-based products in Asia Pacific, brands have the opportunity to tap into this white space, and help ensure more complete nutrition for **time-starved, plant-based diet followers** who rely on packaged foods.

What's next

Differentiate from competition by using relevant fortification to **bridge the nutritional gaps** of packaged plant-based food and drinks.

Explore plant-based food and drink categories where fortification is less common to cater to wider group of consumers.

Address consumers' growing interest in preventive health with fortified plant-based food and drinks

With an **ageing population** in APAC comes a growing interest in preventive health. Especially after COVID-19 has highlighted the importance of health and wellness, health solutions such as **plant-based dieting** has become even more appealing to consumers.

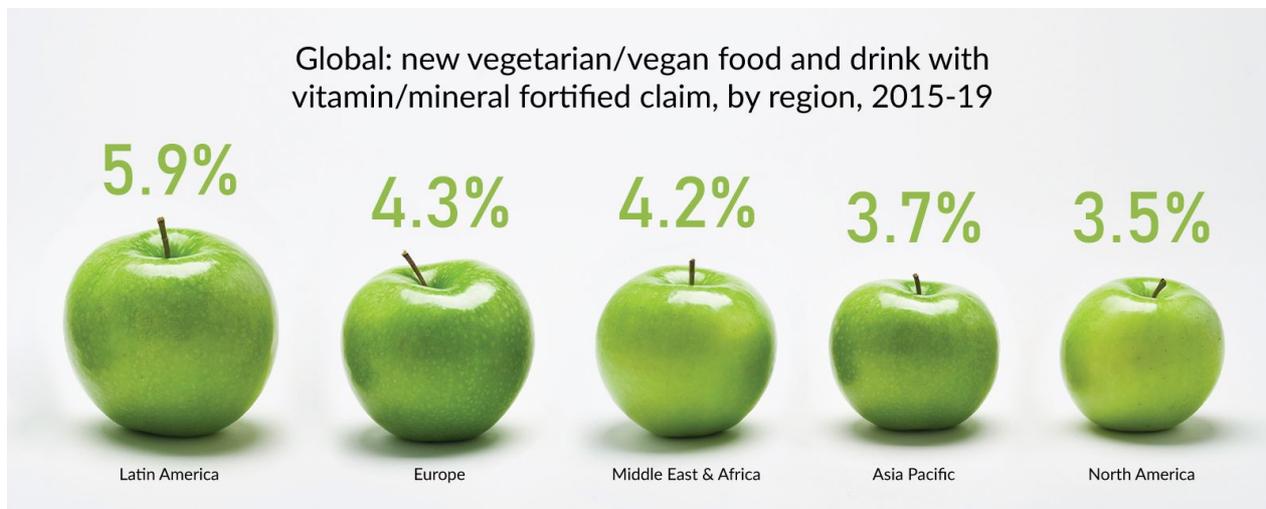
Plant-based dieting is viewed as a **natural and nutritious** alternative to maintain health as it involves an increased consumption of fruits, vegetables and grains, and a reduction of meat/dairy products. Increasing intake of plant protein, fruits and vegetables is well-associated to many **health benefits** such as a lower risk of cancer and coronary artery disease.

However, the total diet quality and nutrient adequacy of plant-based diets may be **negatively impacted** if the diversity of food sources is low. Living in urbanised societies, many consumers do not have the time to cook fresh meals and end up relying heavily on convenient, packaged foods. Without a balance, plant-based diet followers can end up developing **deficiencies**, rather than gaining health benefits.

Interest in **fortification** has recently been shifted to be not only for mitigating undernutrition, but also for **sustaining overall health**. In the case of plant-based food and drinks, relevant fortification can make these products more **nutritionally complete** as well as more **attractive** for health-enthusiasts.

Opportunities to make APAC plant-based offerings more nutritious through relevant vitamin/mineral fortifications

Around **20%** of APAC food/drink launches in the last five years claimed to be vegetarian or vegan; however, very few of those also featured a vitamin-/mineral-fortification claim.



Source: *Mintel GNPD*



UFC Velvet Unsweetened Oat Milk Drink

Fortifications can help bridge nutrition gaps in plant-based products

Among the **limited** vegetarian/vegan product launches with a vitamin-/mineral-fortification claim, 50% of the products are in the oils, meal replacement, plant-based drinks, cold cereal, sweet biscuits/cookies and beverage mixes categories.

Plant-based brands operating in other food and drink categories should explore whether their products could be a great carrier of vitamin and minerals.

UFC Velvet Unsweetened Oat Milk Drink is a great example of a plant-based drink, said to have a velvety taste and is made from selected-quality organic oats. It is enriched with **calcium** and contains **vitamin D2, B1, B2 and B12**.

Cater to plant-based health enthusiasts with fortified everyday food and drink products

Explore opportunities in categories where fortification is less common, such as juices, instant noodles and meat substitutes.

Vitamin B12

Viva+ Grape Flavour Vitamin Jelly is fortified with eight different vitamins that is equivalent to the recommended daily intake. It is made of 10% white grape juice, carrageenan jelly and konjac powder with vitamins A, B, C and E (Thailand).



Iron

Maggi 2-Minute Noodles Special Masala Instant Noodles is made with 20 signature spices and herbs, which have been roasted to perfection to provide the goodness of iron. One serving provides 15% of the daily iron requirement (India).

Protein

Eaty Plant Powered BBQ Gourmet Burgers are described as classic, tender and juicy burgers with a deliciously savoury lightly smoked flavour. It is a good source of protein with iron and vitamin B12 (Australia).



Meet the expert

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Sara is a certified Nutritionist-Dietitian with over 10 years of work experience in a private hospital and multinational food & beverage company in Thailand. Her passion is in health & wellness solutions to empower healthier diets and lifestyles for consumers of all ages.

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