

Asia Pacific

The **OMMMM** of **MMMMM**
Unlocking Trends.
Rediscovering Flavours.

Issue 11 | February 2021

A top-down view of a wooden bowl filled with rice, topped with a sunny-side-up fried egg, sliced cucumbers, and tomato wedges. The rice is mixed with small, dark, dried ingredients and green onions. A metal spoon is partially submerged in the rice. To the left, a smaller wooden bowl contains a side dish of sliced tomatoes and green onions. The entire meal is served on a wooden surface.

**In today's climate,
different *trendy tastes*
are now emerging
on people's plates.**

Explore emerging trends and taste that will shape the future of food & *flavour!*

The global spread of COVID-19 has undeniably created major shifts in consumer behaviour spanning all areas of life – from their eating habits, shopping practices and day-to-day living.

In this issue, we will look at these great behavioural resets and get a glimpse into a typical day in the life of consumers in 2030.

We will identify new emerging food trends and explore how brands can create new value and innovate in.

On flavours insights, we take inspiration from our latest McCormick® Flavour Forecast®: Looking Back to Look Forward report to dig into the intersection of the past and present flavour themes and how they continue to shape our taste for tomorrow's favourite flavour.

Let this flavourful journey begin with the OMMMM of MMMMM!





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I. The Foodture

COVID-19: Impact on *QSR & packaged food*

Discover the new normal and generational shifts in food, flavour and more.

Explore the top 5 “new normal” trends that emerged from COVID-19

The massive changes brought about by the pandemic have led consumers to re-evaluate their life priorities, giving rise to new values and spending criteria.



In food, eating or cooking has become even more home-based.



The “new normal” in sustainability is defined by purpose over profit.



Consumers across generations are placing a greater focus on value for money.



Boomers are now embracing e-commerce while live streaming increasingly attracts Gen Z.



Food that seems healthier are more likely to be preferred by consumers in today’s climate.

COVID-19 has changed the way consumers eat

The demand for more convenient meal solutions has called for innovations and restructured marketing campaigns in Asia Pacific.



Meals at home

Lines between foodservice and retail are blurring as e-commerce and social distancing change the way consumers access and prepare food at home.



Snacking occasions

With the growing prevalence of digital devices, snack manufacturers have begun positioning snacks to be more easily held with one hand, whilst holding a device with the other.



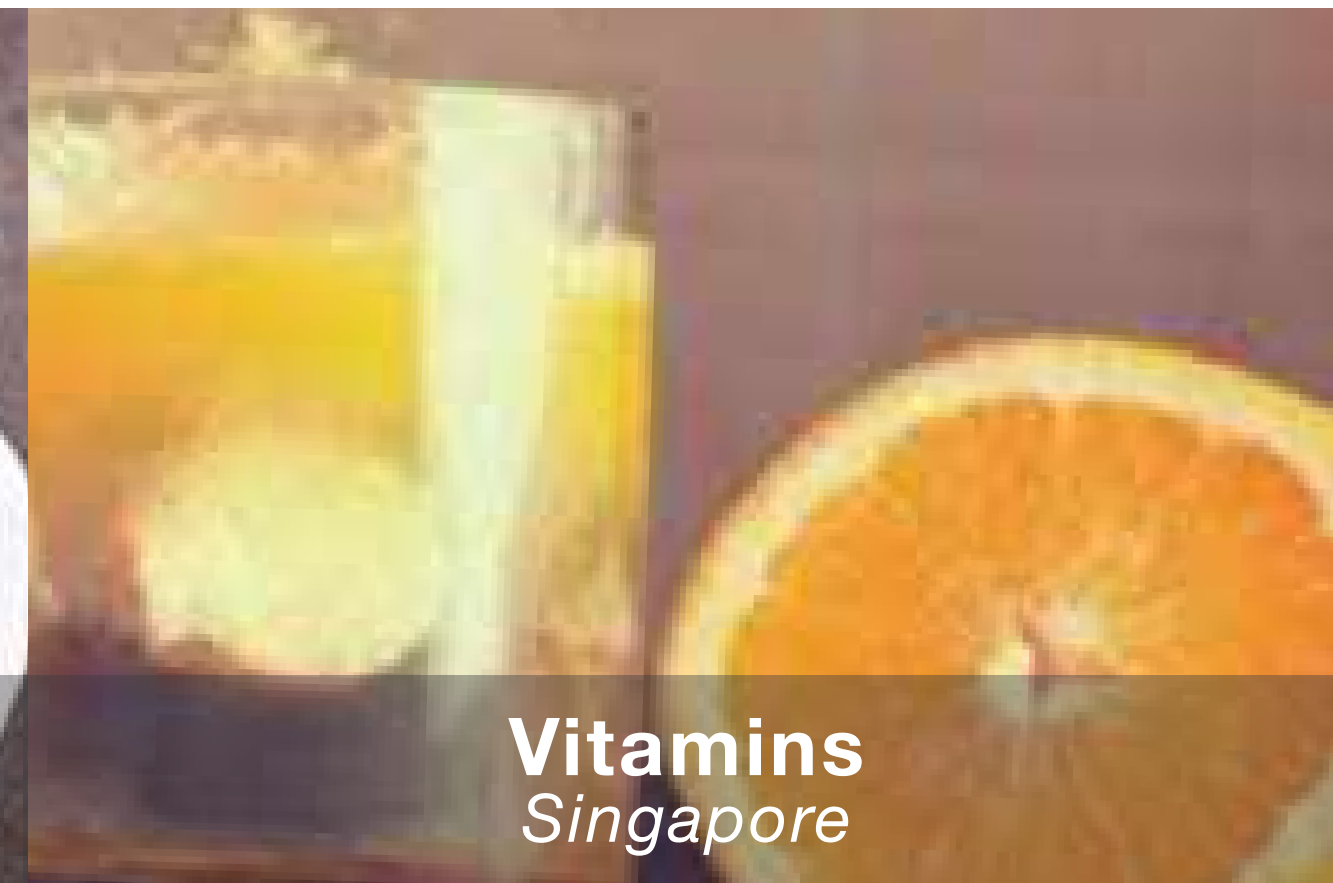
Food as medicine

Nutritional claims are emerging at the forefront of healthier food offerings; especially apparent in dairy categories for adults and children alike.



Black Garlic
Vietnam

Consumers turn to garlic to boost their immune system.



Vitamins
Singapore

The demand for vitamin C and multivitamins have increased following the outbreak of COVID-19.

COVID-19 jitters have consumers in Southeast Asia turning to traditional remedies



Jamu
Indonesia

Consumers are stocking up this traditional medicine made from natural ingredients. The hoarding of jamu ingredients has resulted in a surge in the price of herbs and plants.

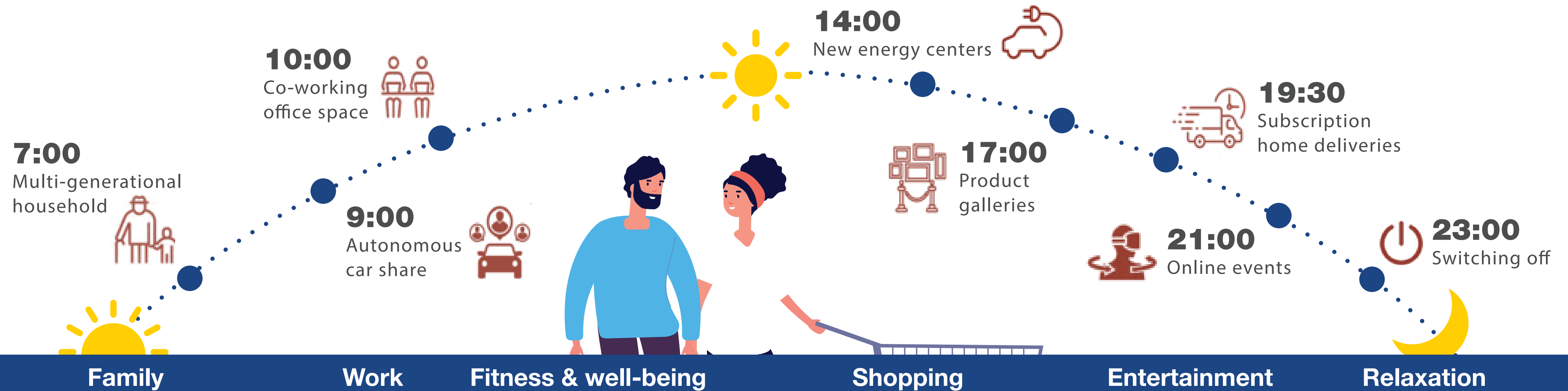


Malunggay & virgin coconut oil
Philippines


These products have grown in demand as consumers seek natural, trusted food to improve their health.


Source: © Euromonitor International, Mintel


A day in the life of consumers in 2030

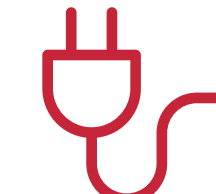



How can brands and manufacturers of consumer goods own new consumer dayparts in 2030?


 **Hyper-targeted products**
| **Multi-generational household**
Functional and age-specific ingredients will be key, like powder formats that can be targeted at both juniors & seniors.


 **Consumption on the move**
| **Autonomous car share**
Shared, hands-free travel requires new product innovation for on-board consumption.


 **Servicing work spaces**
| **Co-working office space**
Catering and service options will be key in these areas and offer individuality and drive footfall.

 **Sustainable energy source**
| **New energy centers**
Longer dwell times for new energy vehicle charging will provide opportunities for some categories.

 **Trying new products**
| **Product galleries**
A key touch point on the consumer journey of the future as interaction with physical products may become more rare.

 **Becoming the product of choice**
| **Subscription home deliveries**
Packaging will be a key consideration in deliveries of the future.

 **The best pairing**
| **Online events**
The pandemic has already demonstrated how events can move online quickly and consumers have embraced this.

 **Increasing functionality**
| **Switching off**
Relaxation in the future will need to be planned around more flexible consumer routines and consider functional product benefits.

II. Eatsighting

Global food & drink trends to watch in *2021*

The now, next, and future of the global food & drink industry are here!



This year's global food & drink trends are rooted in consumer behaviour changes based on the events of 2020.



**Feed
the mind**



**Quality
redefined**



**United
by food**

In 2021 and beyond, expect food & drink companies to create emotional well-being solutions, deliver on new value needs, and use brands to celebrate people's identities.



Feed the mind

Innovative food and drink formulations will offer solutions for mental and emotional well-being, creating a new foundation for healthy eating.



Food & drink has an opportunity to offer mental and emotional well-being solutions to help people celebrate the good and cope with the bad moments of life.



Auric mind rejuvenation drink | India

This drink is described as a refreshing contemporary ayurvedic drink that is said to empower one to lead a healthy lifestyle.



Eu Yan Sang mind calming herbal soup | Malaysia

This product features a recipe used for calming the mind and improving vitality.



TeAmazing herb tea for gloomy day | South Korea

Designed for modern people, who are exhausted because of their busy lifestyle and to offer a refreshing tea time. This product is also blended with rosemary to relax the mind.



Quality redefined

Brands will be challenged to respond to new definitions of trust, quality, and 'essential'.

66%

of Chinese consumers surveyed in July 2020 resolved to make more home-cooked meals as a result of the COVID-19 pandemic.

Base: China: 1,000 internet users aged 18+



Food, drink and foodservice brands can shake-up consumers' home-bound routines with budget-friendly inspiration and adventurous flavours.



Seven & i premium soupless spicy noodles

Affordable chef's meal

| Japan

This product is made under the supervision of Makoto Shirane, the head chef of popular Tokyo noodle restaurant Moko Tanmen Nakamoto.



White & blue classic whisky

Quality at a budget-friendly price

| India

Its luxurious expression of style and smoothness claims to derive from the malt and oak barrels that deliver a highly unique experience with velvety smooth and rich texture for INR810 (US\$11).



Atlas masterclass

Bring world flavours home

| Australia

A delivery service that allows people to "travel the world from home" through weekly destination-themed meal kits.

Source: KuRunData/Mintel



United by food

Food and drink brands can balance a person's need to feel unique and special with the desire to be part of communities of like-minded individuals.



Food, drink and foodservice brands can take advantage of their positions as common interests and passions to which consumers can tie their identities to.



Tealive DIY kits

DIY milk tea at home for a playful experience
| Malaysia

These kits are created with tutorials for consumers on the art of bubble tea making.



Zhen Nong breakfast milk

Products that connect people of common interest
| China

This product launched a campaign targeting programmer. In recent years, the commercial power of this consumer segment are identified to have huge potential.

The next 12 months

This is the pivotal time to solidify food & drink as a key part of one's identity following the rise in food as a creative outlet in 2020.

Top 10 food trends for 2021



#1 Transparency triumphs

A clear winner: brands are upping their transparency game to meet evolving consumer demands

3 in 5 global consumers say that they are interested in “learning more about where their food comes from and how it is made”.



#2 Plant-forward

Mainstream appeal for “plant-based” is driving expansion to more market categories and regions

Health, diet variety, sustainability, & taste are the four main reasons why consumers consider plant-based as alternatives.



#3 Tailored to fit

Personalized nutrition is in the spotlight as consumers look for food and beverage that fit their unique lifestyles

64% of global consumers tailor their life and products to individual style, beliefs, and needs.



#4 New omnichannel eating

As foodservice and retail domains overlap, consumers can eat what they want, when and where they want it

1 in 3 global consumers say that they ordered more online from restaurants for home-delivery over the past year.



#5 In tune with immune

Ongoing anxiety stemming from COVID-19 will continue to push consumers toward prioritizing their immune health

60% of global consumers increasingly look for food and beverages that support their immune health.

Top 10 food trends for 2021



#6 Nutrition hacking

Technology is addressing demands for food & beverage with enhanced nutritional value, sustainability or ethical impact

80% of consumers believe in progress in food and beverages through science.



#7 Mood: the next occasion

NPD is seeing staggering growth and claims on pack that relate to specific mood platforms

44% of consumers saying they have taken specific steps to improve their mental and emotional well-being.



#8 Product mashups: when trends collide

Hybrid innovation is seeing sustained popularity as consumers favour food & beverage that broaden dimensions of indulgence

60% of consumers said they're interested in trying new sensory experiences in taste, flavour, texture, or colour.



#9 Modern nostalgia

While global trends get a local makeover, regional stalwarts are brought into modern relevance

Reimagining flavours or adding exotic ingredients to a familiar product is an example of modern nostalgia.



#10 Age of the influencer

In times when influencer endorsements are giving products a push, a slow shift to more reliable influencers is occurring

40% of consumers said they don't believe vloggers, bloggers, or influencers are honest about the products they promote.

III. Flavouracle

McCormick® Flavour Forecast® - Looking back to look forward

Let's take a few steps into the past to identify the trends that would shake up the way we eat in the future!



Looking back to look forward

Today is all about the intersection of the past and present – and how these trends continue to shape our tastes for tomorrow's favourite flavours. Let the inspiration begin!

Sweet & Seasonal Satisfaction | What is it?

As the seasons change, so do tastes. Warmer summer months create a craving for flavours that are cooling, refreshing and recharging while chillier months flood our sensory system with nostalgia, driving us to food that comfort and connect to cozy, warm memories of past.

Forecasted flavour for cooling



Coconut & ginger



Thai basil & watermelon



Lemongrass & lychee



Dill with mint, melon & cucumber

Forecasted flavour for warmth



Smoked spices
(smoked vanilla, cinnamon, cardamom)



Carrot ginger



Pumpkin pie spice & coconut milk



Maple



Chai

Spicy (R)evolution | What is it?

Consumers crave it – from mild to knock your socks off heat. Buckle in as we explore the sensory experience and enjoyment that both heat & spice bring to the table. Fuelled by an awareness of and availability, heat is now everywhere.

Chillies obsession

Each chilli brings a unique level of heat, distinctive flavour such as sour, sweet, smoky and sometimes even fruity.



Chipotle



Hot sichuan chilli



Chillies + red pepper & grapefruit

Heat beyond chillies

Beyond chillies, globally inspired sauces and seasonings can pack a punch of complex heat.



Sambal sauce



Korean pepper paste



Red curry



Rendang curry

Sensation seeking

The tingling pungency of pepper, mustard and wasabi deliver a complete sensorial experience.



Pepper
(black, white & red)



Wasabi



Global Finds | What is it?

Celebrating the root of a cuisine – an ingredient combination, signature dish or cooking method – is a great start when trying something new. Step outside the box and explore global flavours “your way.” Shine a spotlight on some of our favourite global finds that deserve another look.



Japan



Furikake seasoning

A coarse mixture of seaweed, sesame, dried seafood and sugar that offers umami deliciousness and a subtle sweet flavour, especially at Japanese Izakayas.



Philippines



Pinoy BBQ

A popular Filipino street food made with banana ketchup and more that feeds the need for sweet, savoury and spicy.



India



Kashmiri masala

A fragrant blend of spices from the region of Kashmir used to season lamb dishes, chicken curries, vegetables and much more.

Empowered Eating & Drinking | What is it?

Lifestyle and food are more intertwined than ever before, and there’s a great realisation that flavour doesn’t need to be compromised to meet nutritional needs. In short, wellness has never tasted (or looked) so good.

Alternative “pulse” proteins

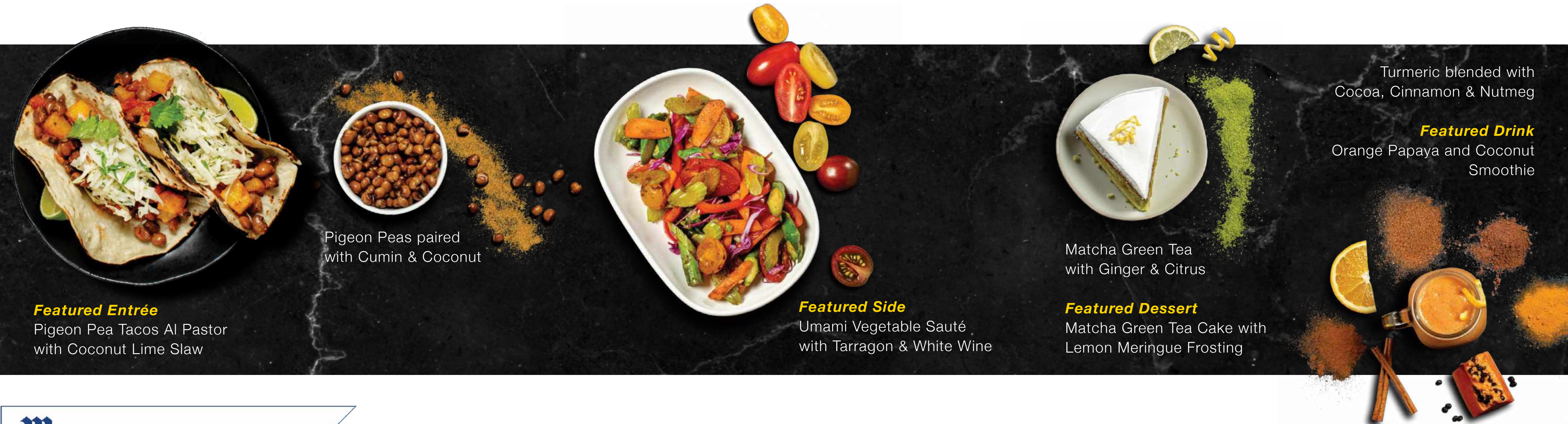
Packed with protein and nutrients, pulses are a satisfying meat alternative that are easily elevated with delicious ingredients.

Umami veggies

For a fresh way to savour the tempting “fifth taste,” look no further than naturally umami-rich veggies.

Blends with benefits

Flavourful herbs and spices offer versatility to meals, desserts & drinks when paired with good-for-you ingredients.



Featured Entrée
Pigeon Pea Tacos Al Pastor
with Coconut Lime Slaw

Pigeon Peas paired
with Cumin & Coconut

Featured Side
Umami Vegetable Sauté
with Tarragon & White Wine

Featured Dessert
Matcha Green Tea Cake with
Lemon Meringue Frosting

Turmeric blended with
Cocoa, Cinnamon & Nutmeg
Featured Drink
Orange Papaya and Coconut
Smoothie



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