FOOD INDUSTRY ASIA

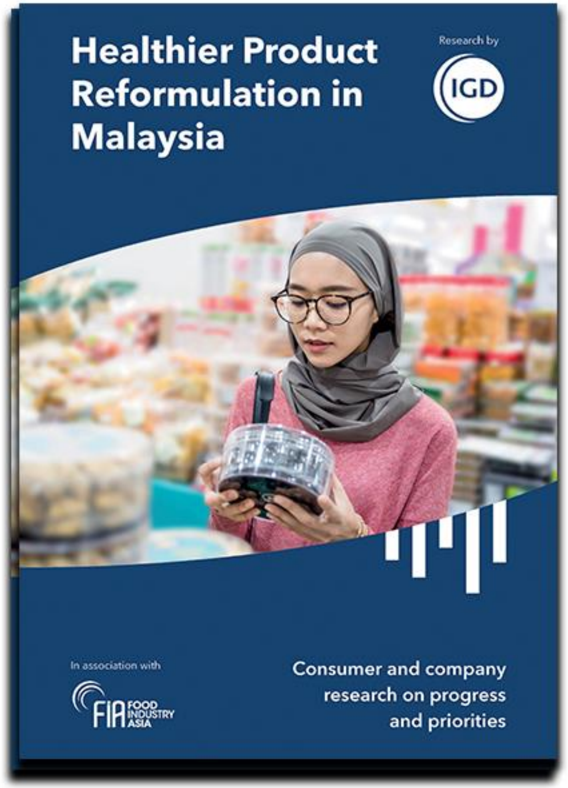
HIGHLIGHTS OF THE ASIA REFORMULATION LANDSCAPE REPORT

THE ASIA REFORMULATION LANDSCAPE REPORT

INDIA

THAILAND

MALAYSIA



SINGAPORE

OBJECTIVES AND METHODOLOGY

ONLINE CONSUMER SURVEY

- Over 1000 respondents participated in the survey from each market

n= 1713 n= 1037 n= 1020

n= 1101 n= 1010

INTEPRETING DATA

- Caution should be applied when comparing survey data (includes claimed behaviour) with health statistics (actual behaviour). It is common for respondents to over claim how healthy their diets are.
- The sample for the Indian research excludes those living in rural areas and those who do not speak English.

ONLINE COMPANY SURVEY

Using a purposive sampling method, the survey was circulated to food and drink companies of varied sizes (MNCs & SMEs) operating in these markets.

n= 217 n= 17 n= 26

n= 30 n= 18

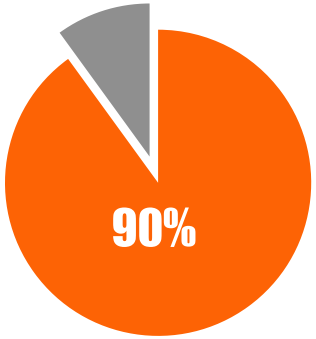
**The sample may not be fully representative of all food companies in these markets*

INDUSTRY INTERVIEWS

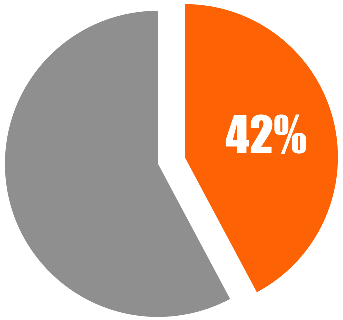
2 - 7 interviews were completed, covering a broad range of product categories

CONSUMER ATTITUDES

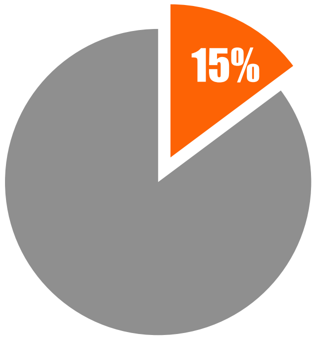
HEADLINE STATISTICS
ATTITUDES TO HEALTH



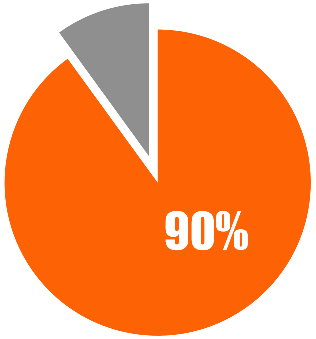
Are trying to improve their diet



Say they know their diets could be healthier

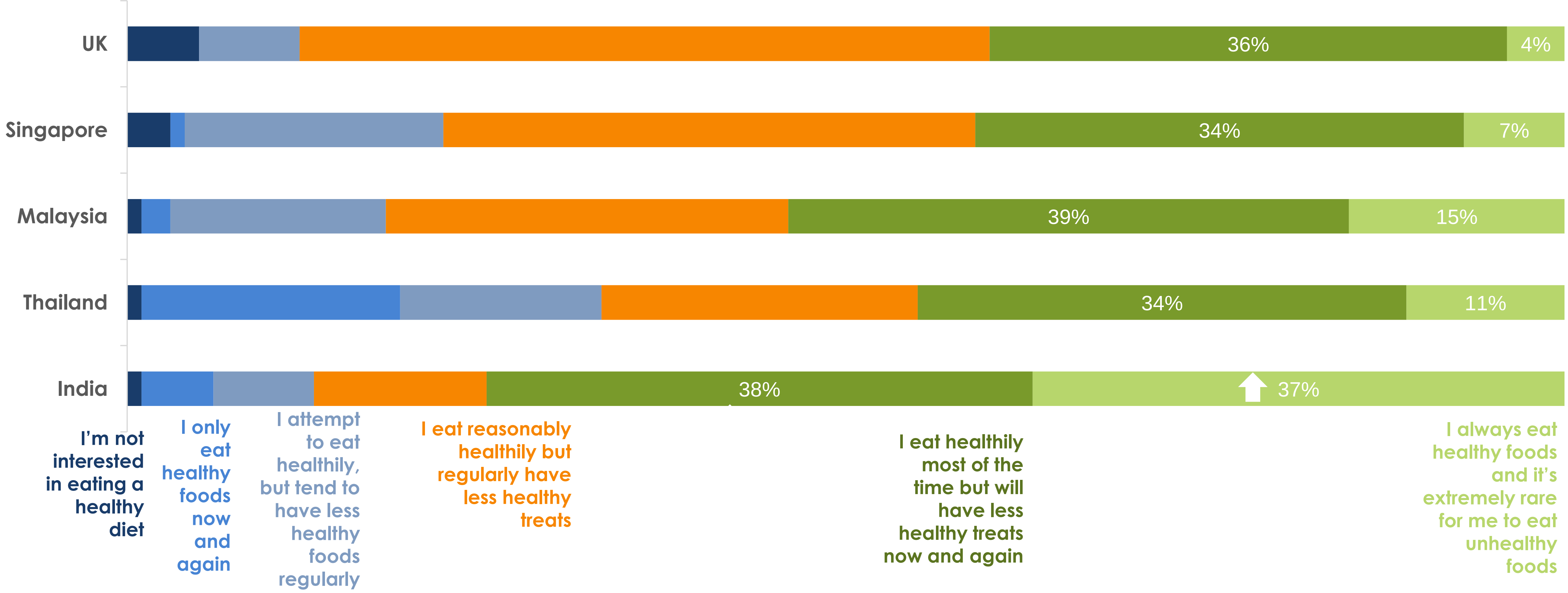


Say they always eat healthily

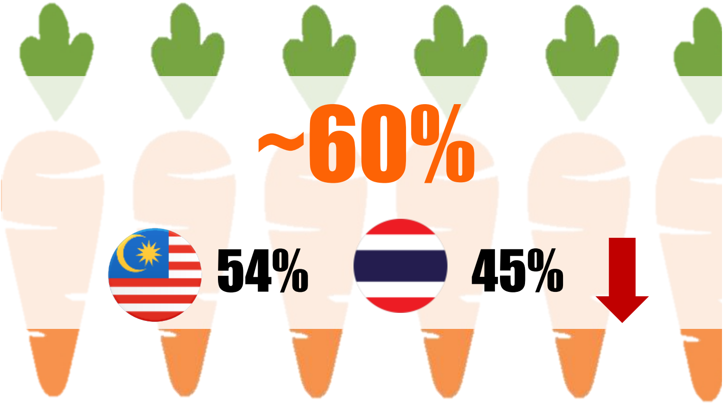


Say “it’s up to me to follow a healthy diet”

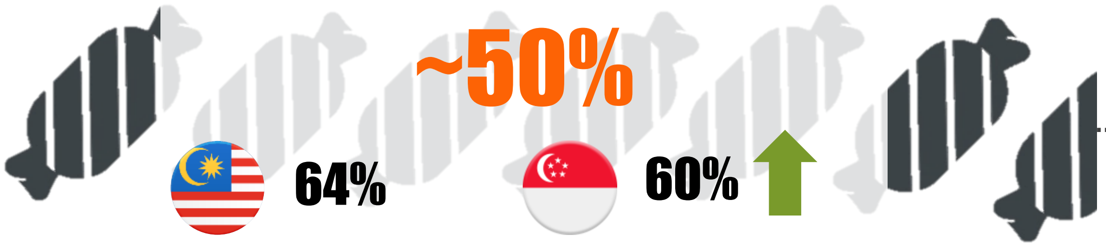
CONSUMER ATTITUDES TOWARDS HEALTHIER EATING



CONSUMER MOTIVATION TO CHANGE



"My diet isn't as healthy as it could be but it's healthy enough"



"I often buy food and drinks to treat myself"

CONSUMER ATTITUDES TOWARDS HEALTHIER EATING

Eating Healthily is more Expensive than Eating Unhealthily

7 in 10 Consumers

There aren't Enough Special Offers on Healthy Foods

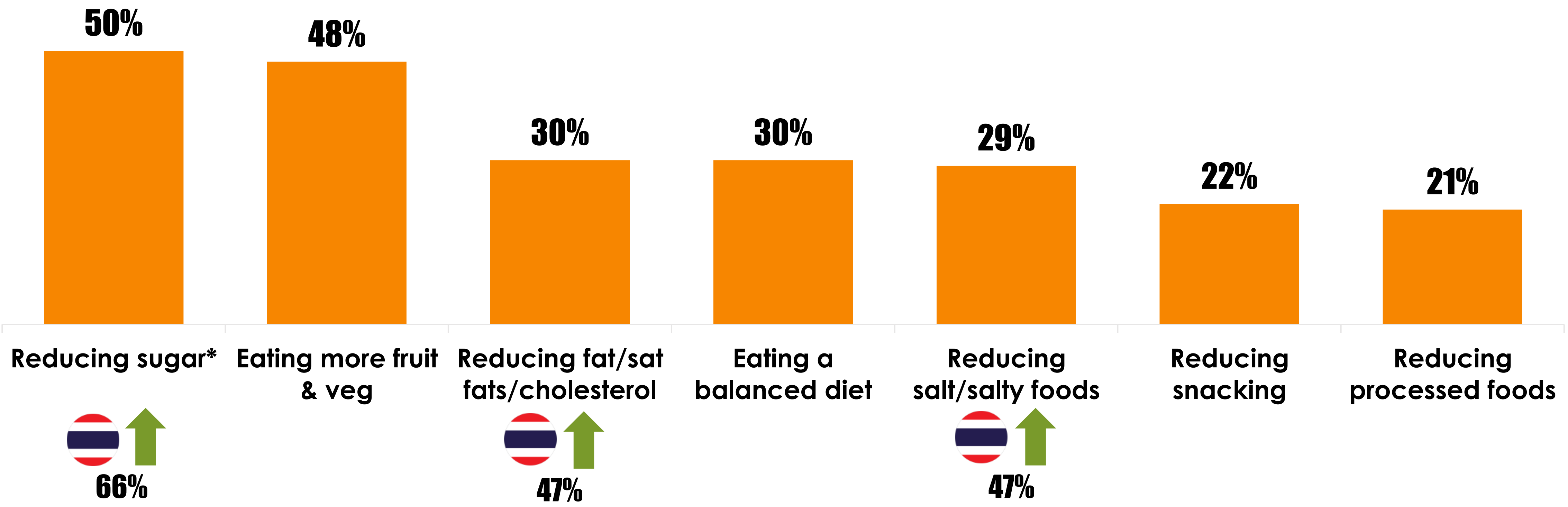
6 in 10 Consumers

73%

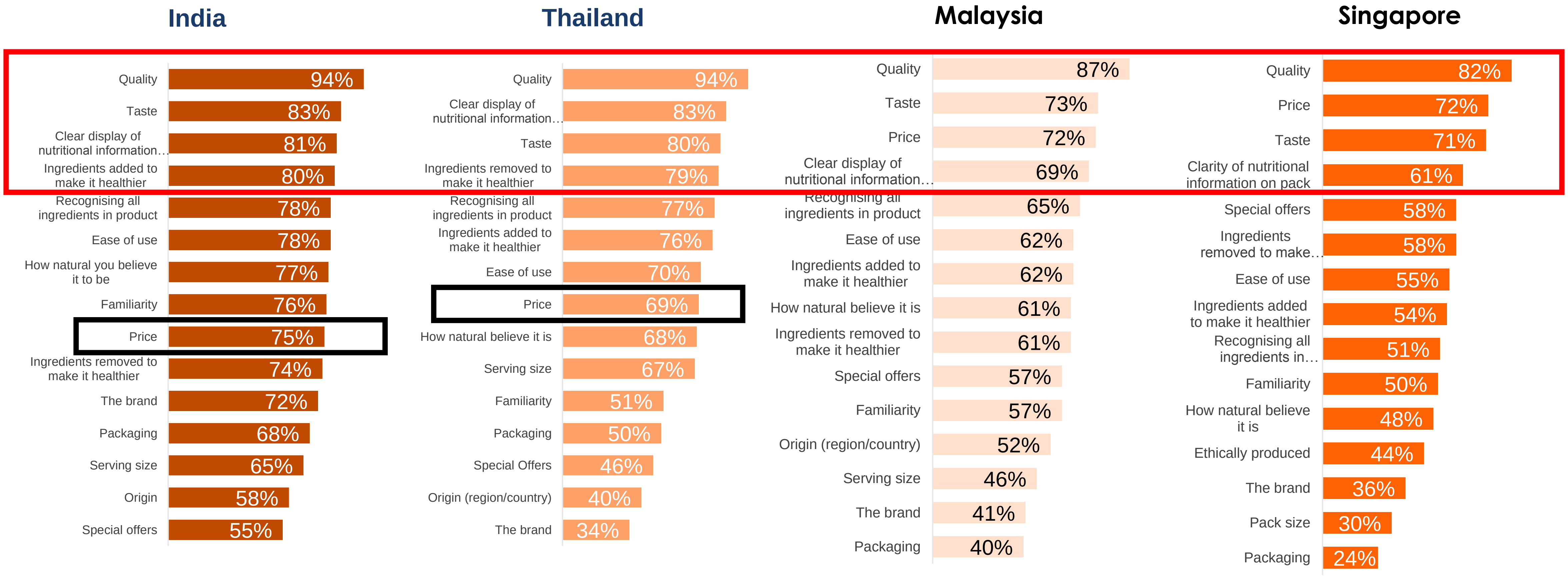
47%

FOCUS AREAS TO IMPROVE DIET

Around 9 in 10 are actively trying to improve their diets



WHAT DO CONSUMERS SAY IS IMPORTANT TO THEM WHEN CHOOSING FOOD AND DRINK?



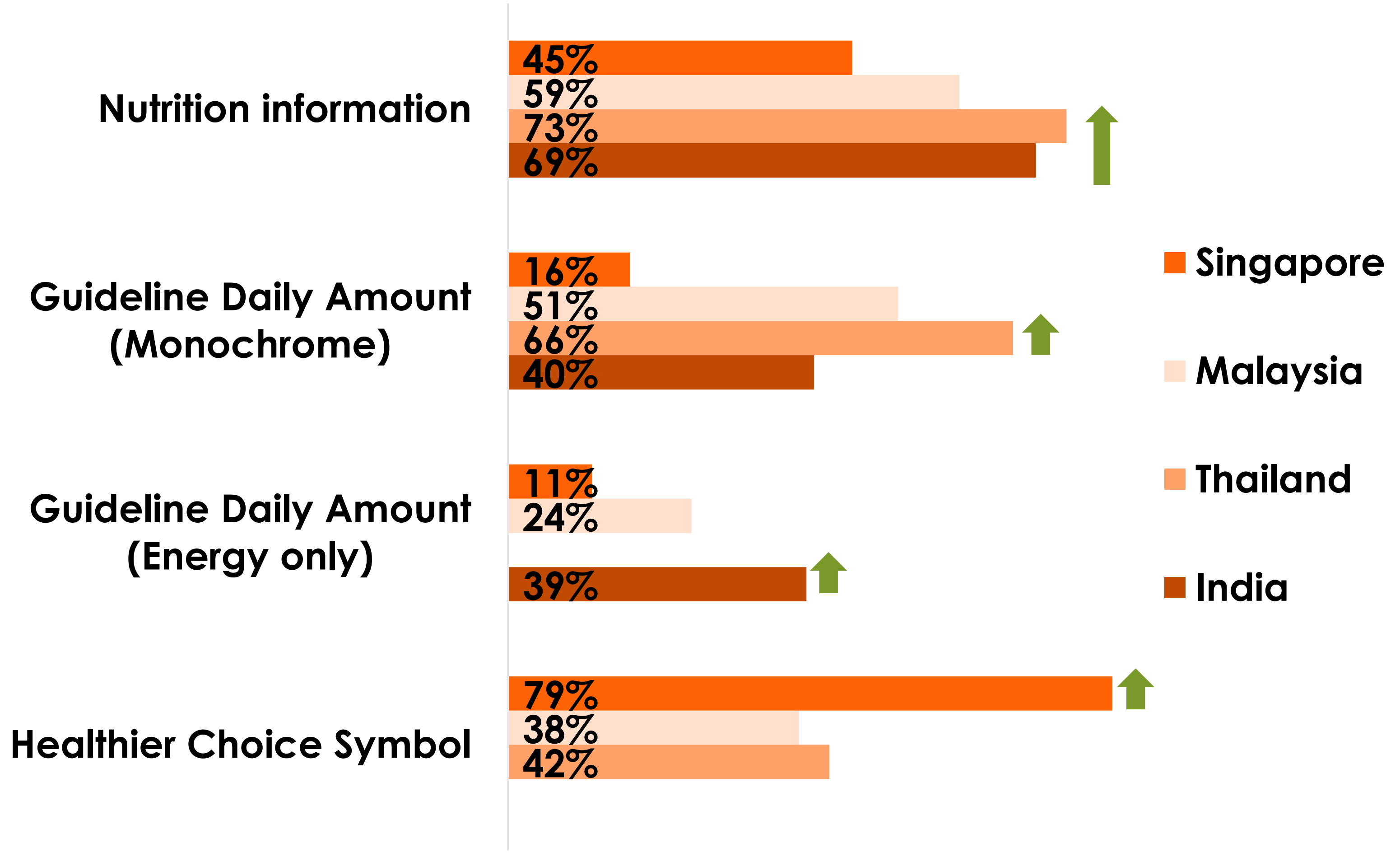
HEADLINE STATISTICS
ATTITUDES TO LABELLING

~60% **claim to look at nutrition information on pack**

~50% **Check for information on sugar on pack**

More Indians and Thais claim to do this regularly

MAJORITY CLAIM TO LOOK OUT FOR NUTRITION LABELS

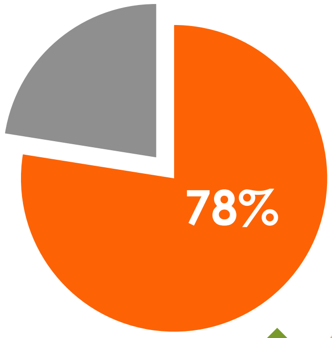


9 IN 10 CONSUMERS LOOK OUT FOR NUTRITION LABELS

TYPES OF NUTRITION INFORMATION LOOKED OUT FOR ON PRODUCT PACKAGING

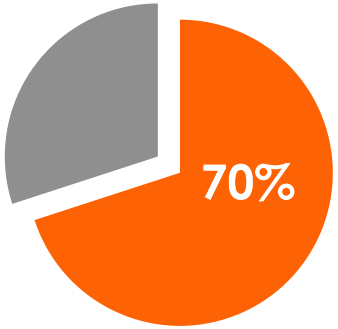
1	The amount of sugar	50%	57%
2	The total fat content	34%	
3	The amount of kilocalories per serving/100g	32%	
4	The amount of cholesterol	26%	
5	The amount of salt	25%	36%
6	The amount of trans-fat	25%	
7	The amount of vitamins/minerals	22%	32%
8	The amount of protein	14%	28%
9	The amount of fibre	9%	21%

HEADLINE STATISTICS
ATTITUDES TO REFORMULATION

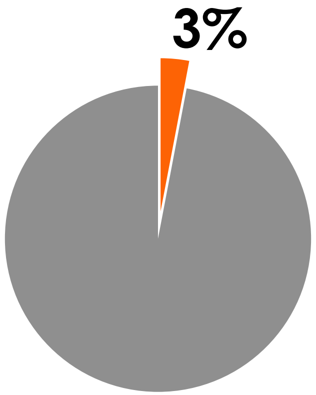


Agree that food companies should tweak their formulations to make products healthier

81%



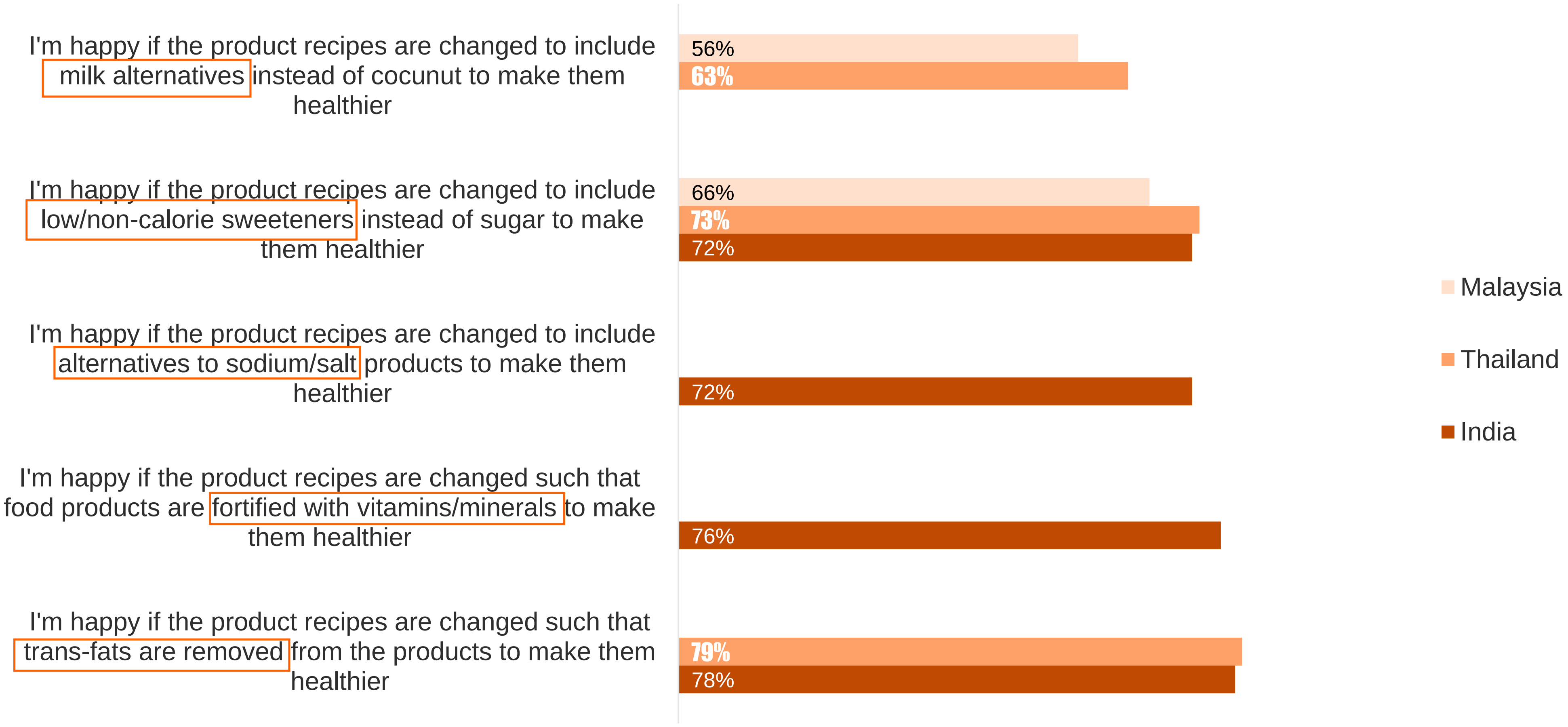
Are receptive towards the use of low/non-calorie sweeteners in healthier product reformulation*



Agree that there are enough healthy products so there is no need for change

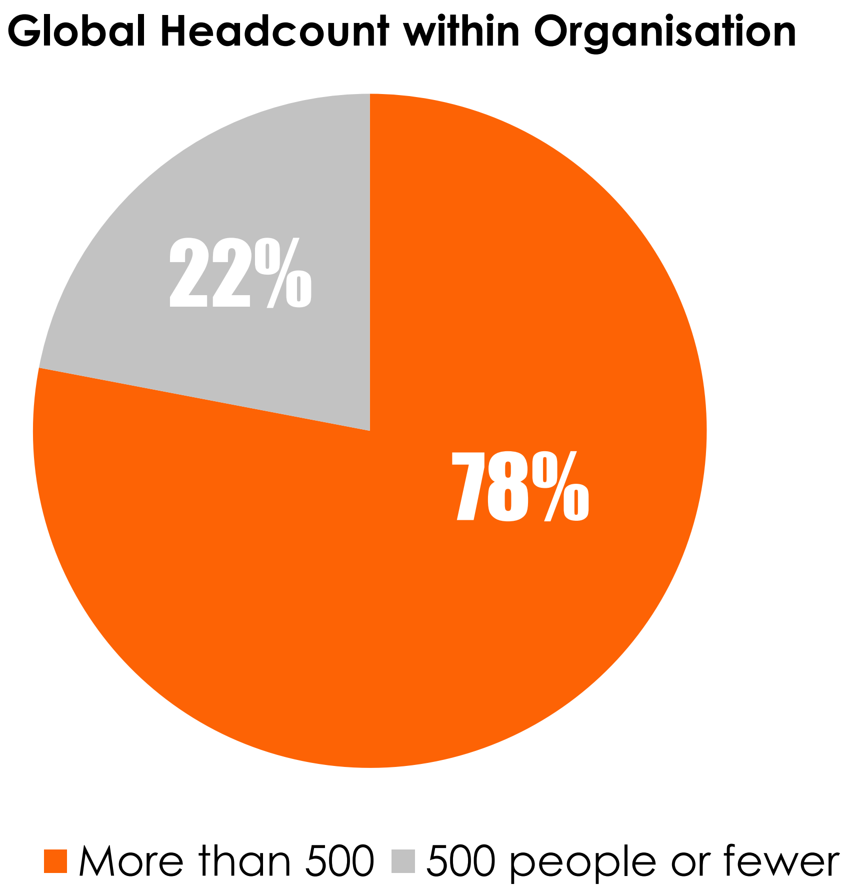
**Question was asked in MY, IN, TH*

CONSUMER PERCEPTION ON REFORMULATION ACTIVITY



INDUSTRY PERSPECTIVES

COMPANY PROFILE



PRODUCT CATEGORIES COVERED IN THE SURVEY

Oils and fats
10%

Sauces & Seasoning
12%

Frozen desserts
13%

Dried foods and ingredients
14%

Cereals
15%

Sweet snacks
16%

Savoury snacks
18%

Ready to eat meals
20%

Confectionery
25%

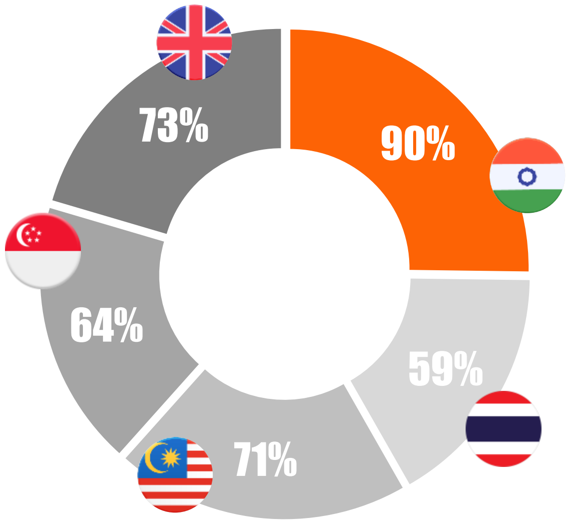
Dairy products
26%

Non-alcoholic drinks
38%

Other
39%

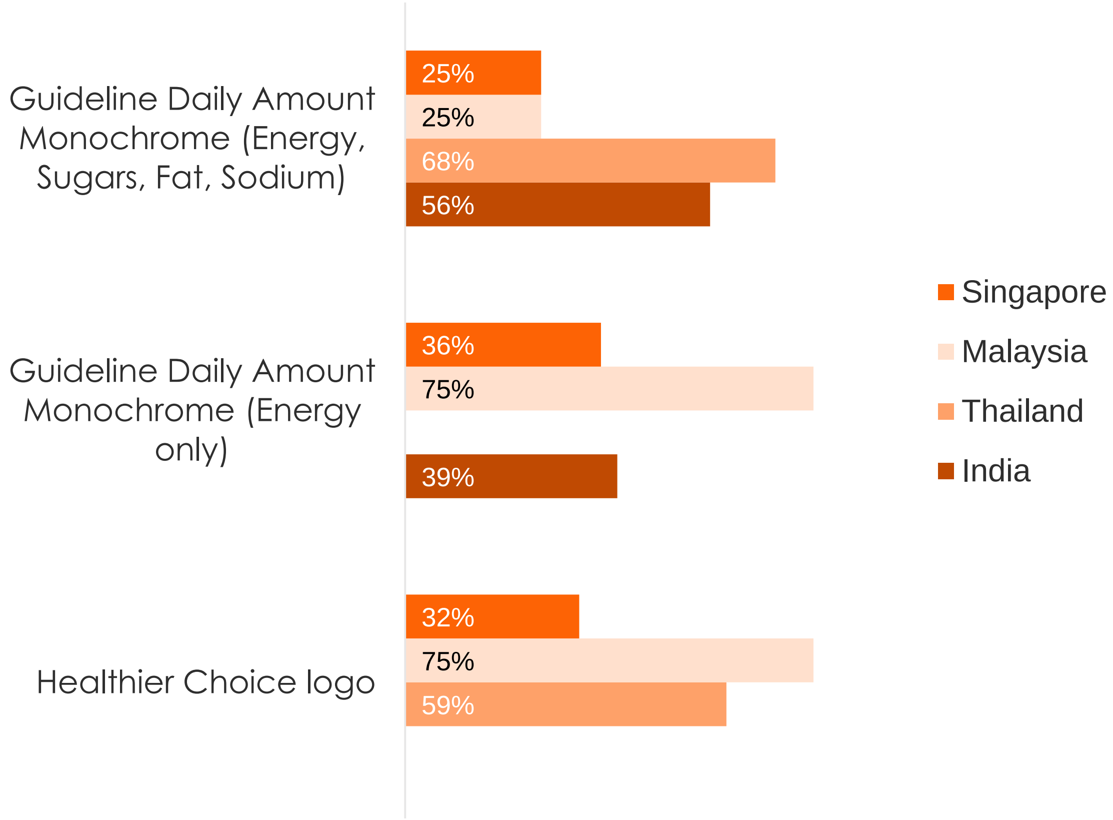
For the UK, 'other' included bakery (21%), raw or prepared fruit, vegetables and nuts (13%), raw or prepared meat, fish and poultry (10%).

COMPANIES DISPLAYING NUTRITION INFORMATION

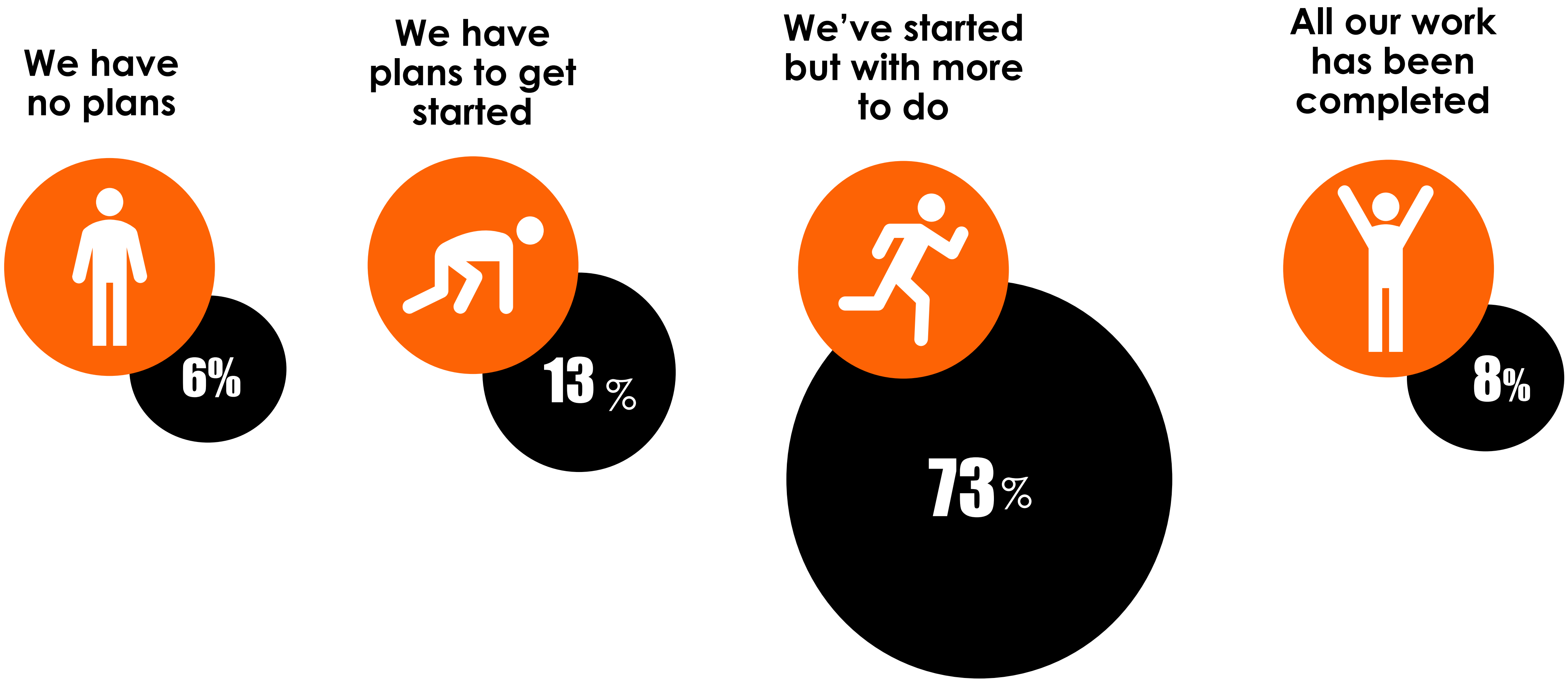


About **71%** of respondents display **nutrition labelling** across some or all product categories

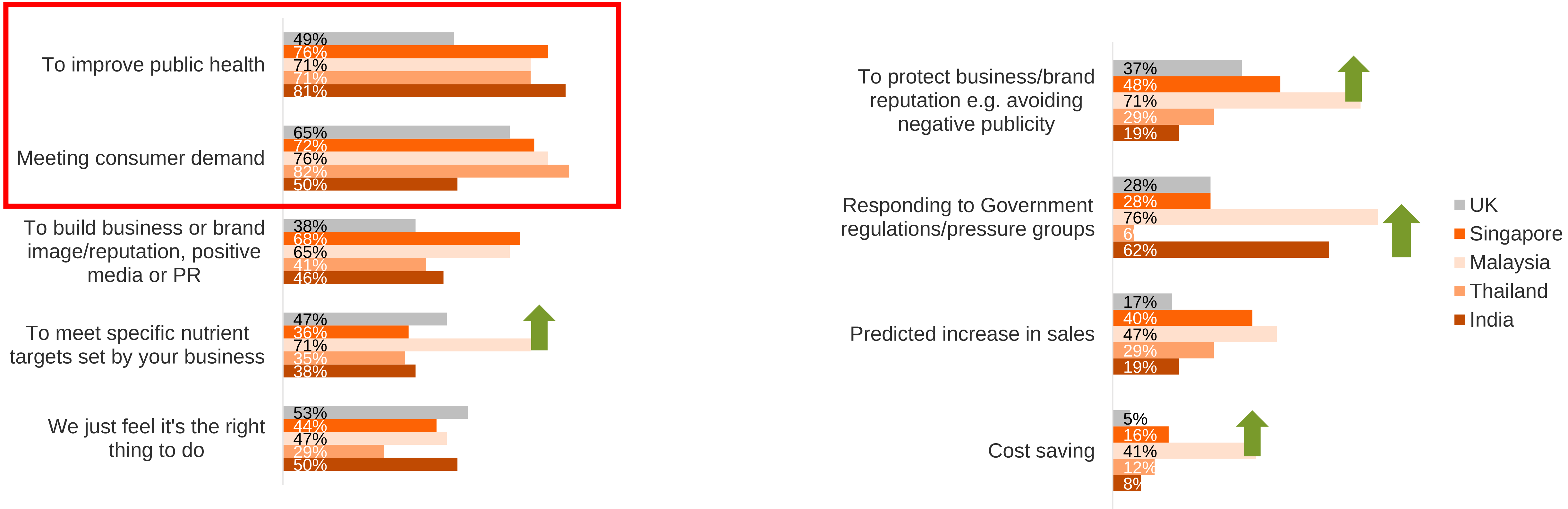
Of those companies that use front of pack labelling and specified the type of label used:



INDUSTRY PROGRESS
EMBARKING ON THE REFORMULATION JOURNEY



WHAT ARE YOUR MAIN MOTIVATORS FOR REFORMULATION?



INDUSTRY PRIORITIES- PREVIOUS FOCUS AREAS

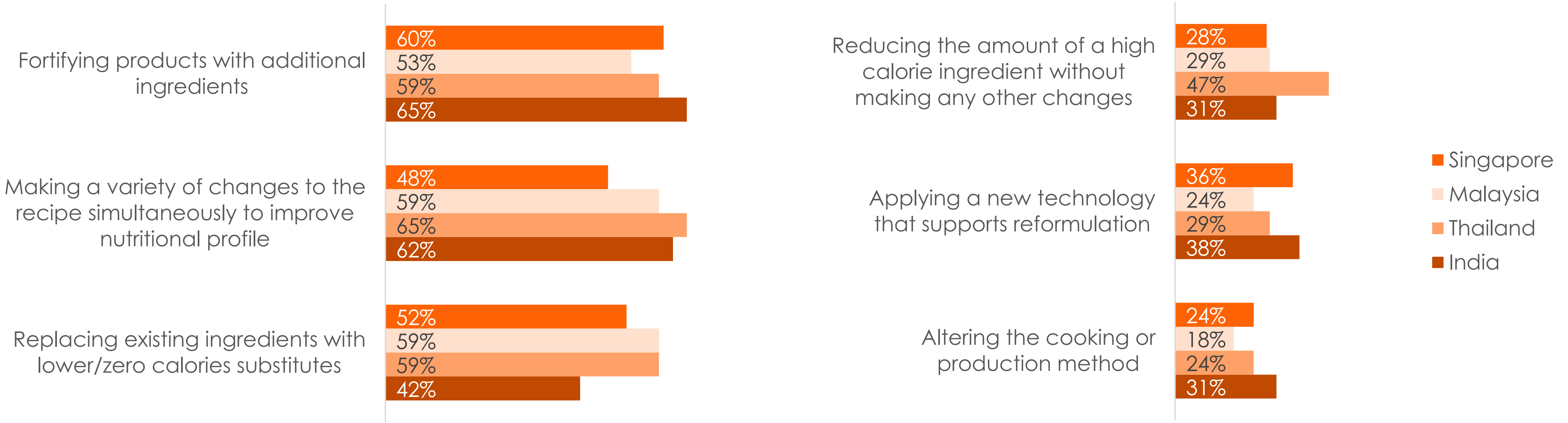
Top Industry Priorities	Singapore	Malaysia	Thailand	India
Sodium	✓	✓	✓	
Salt	✓			
Trans fats	✓	✓	✓	
Energy	✓	✓	✓	✓
Allergens	✓	✓		✓
Artificial colours, flavours, preservatives		✓		
Vitamins and minerals			✓	✓
Protein			✓	✓
Sugars				✓

INDUSTRY PRIORITIES- CURRENT/FUTURE PRIORITIES

Top Industry Priorities	Singapore	Malaysia	Thailand	India
Sugars	✓	✓		✓
Fibre	✓	✓	✓	
Protein	✓	✓		
Energy	✓			
Vitamins and minerals	✓	✓	✓	
Salt		✓	✓	✓
Artificial colours, flavours, preservatives			✓	✓
Saturated fat			✓	✓
Allergens				✓

VARIOUS APPROACHES SUPPORTING REFORMULATION

Fortification is one of the top approaches adopted by companies in Singapore and India during reformulation while making a variety of recipe changes is a more common technique in Malaysia and Thailand.



CHALLENGES TO REFORMULATE

Top Challenges	UK	Singapore	Malaysia	Thailand	India
Maintaining taste	✓	✓	✓	✓	✓
Consumer acceptability	✓	✓	✓	✓	✓
Texture	✓				
Budget limits	✓	✓	✓	✓	✓
Technical knowledge		✓	✓		
Sourcing ingredients				✓	
Shelf life					✓

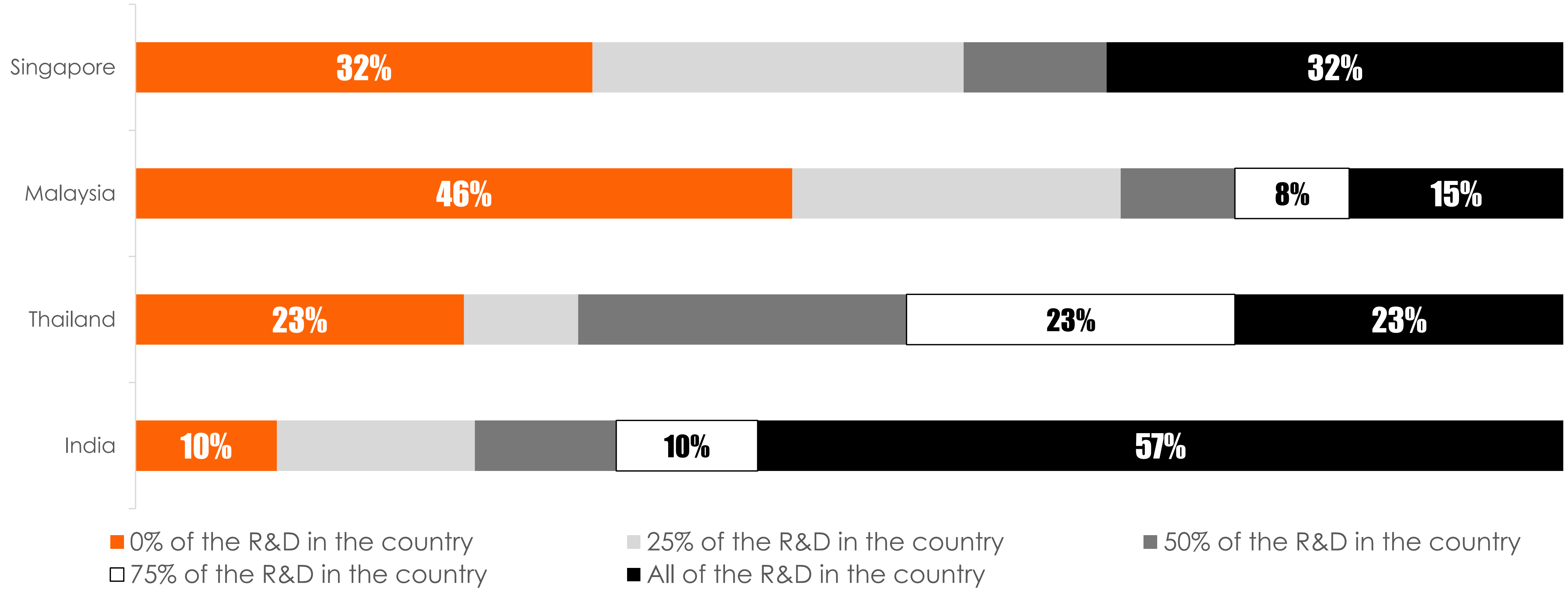
ACCELERATING REFORMULATION ACTIVITY

"We would like to see the government speed up the approval of new ingredients that help facilitate reformulation and innovation, the timeline for the novel product regulation is too long"

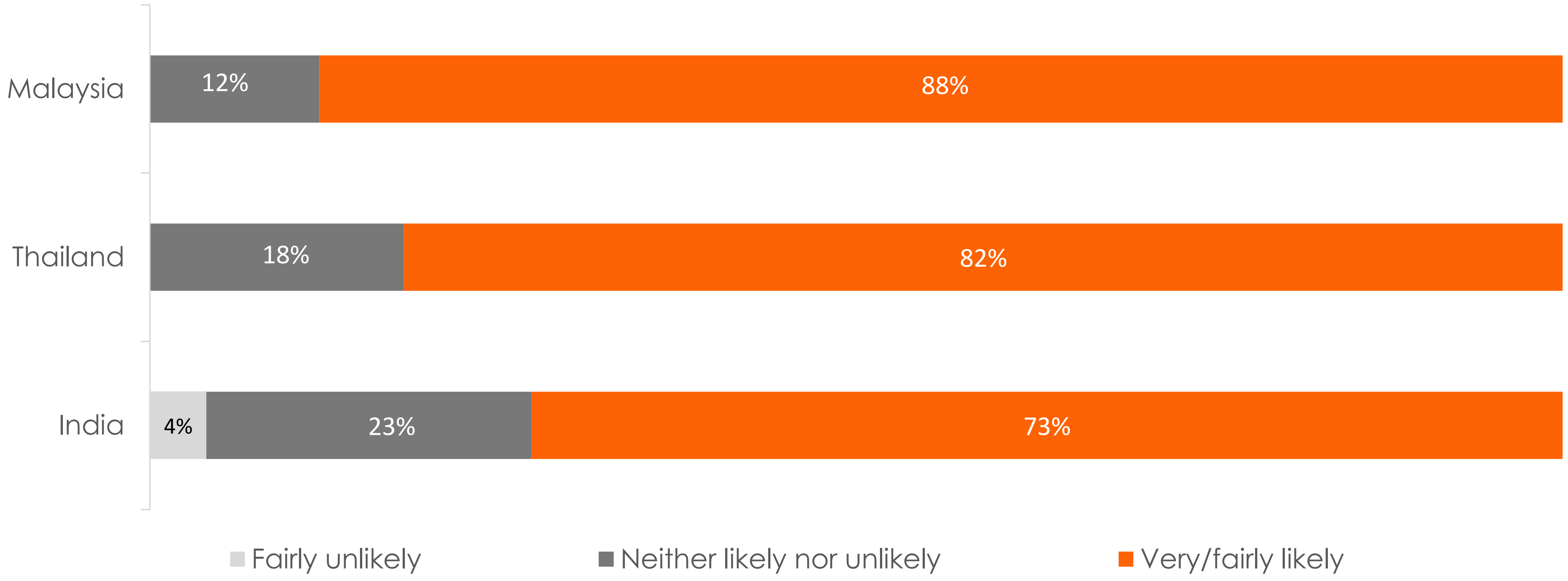
"We believe in a step-wise approach to reformulation, the consumer palate needs time to adjust."

1. **68% More awareness of public health priorities** — 82% (India), 83% (Singapore)
2. **62% More awareness of any current nutrition targets/standards** — 75% (Thailand)
3. **43% More technical knowledge**
4. **36% Support with consumer testing**
5. **29% Improving internal communications**
6. **74% of companies are likely to carry out more R&D with fiscal incentives from government**

% R&D CARRIED OUT IN EACH COUNTRY



RESPONSE TO GOVERNMENT INCENTIVES



PERCEPTION OF PRODUCT HEALTHFULNESS AMONG CONSUMERS

CONSUMER PERCEPTIONS – DO THEY MATCH REALITY?

TOP RANKING – PRODUCTS HAVE BECOME HEALTHIER

Cereals	59%
Dairy products	56%
Oils & fats	40%
Dried foods & ingredients	29%

TOP RANKING – PRODUCTS HAVE BECOME LESS HEALTHY

Sweet snacks	45%
Savoury snacks	44%
Ready to eat meals	42%
Frozen desserts	40%

NEXT STEPS

- **Reformulation studies in more markets**
  Indonesia ,Vietnam, China 2019-20

- **Reformulation Xchange**
  - The Digital Industry Forum

  Housing toolkits and resources to support SME's

- **Nutrition for Growth Summit**
  - Tokyo 2020

  Showcasing industry's innovation and reformulation efforts through partnership with **Global Alliance for Improved Nutrition** (GAIN) and **World Business Council for Sustainable Development** (WBCSD)

THANK YOU

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