Indicators

Coronavirus COVID-19

Early clues on the post-crisis consumer & market realities
March 30th

#1 Shielding.

Consumers are shifting to protection for their insides and outsides

BORD BIA Thinking House

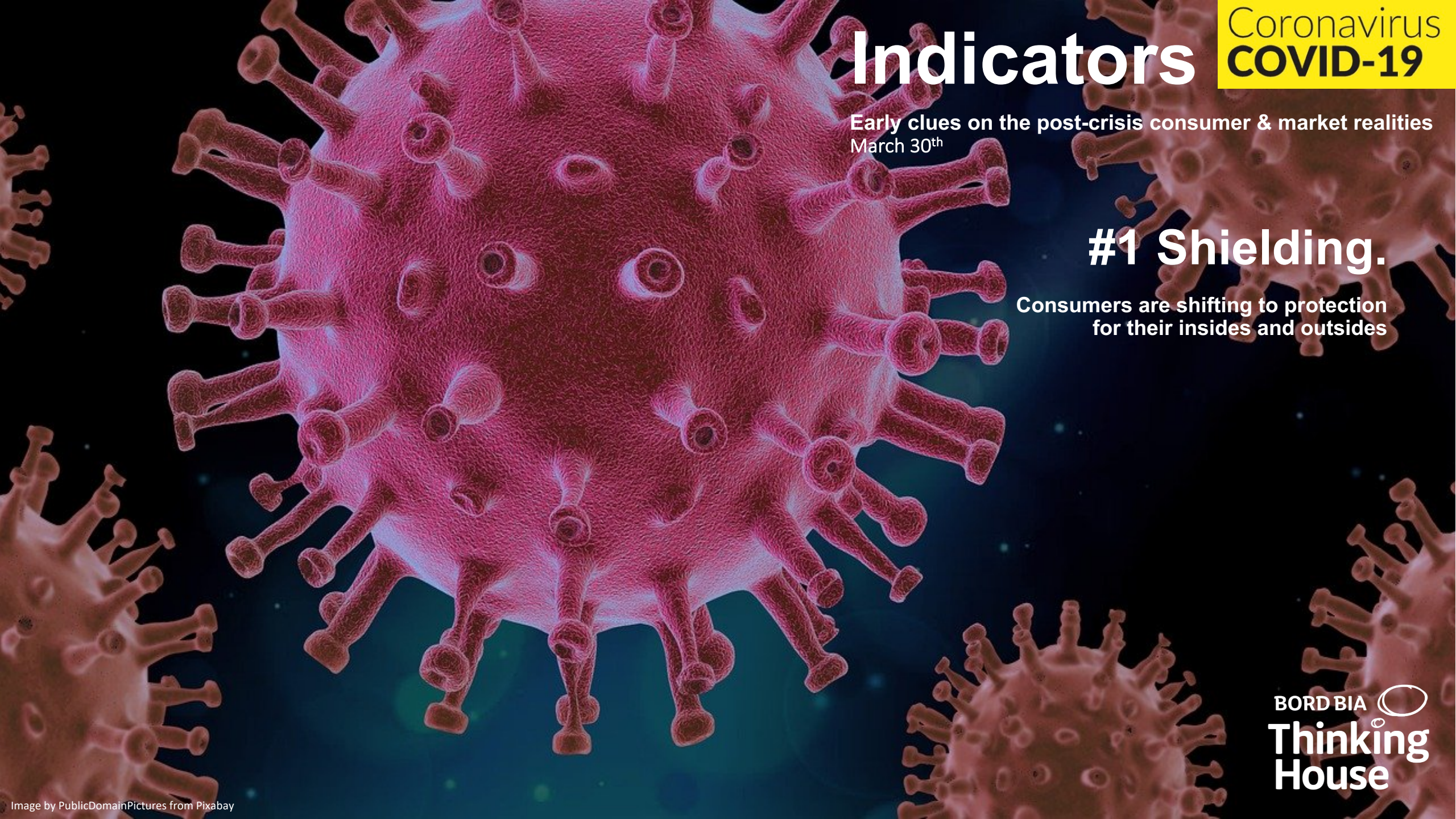

Image by PublicDomainPictures from Pixabay

#1 Shielding.

Consumers are shifting to protection for their insides and outsides

While Health and Wellness has become an engrained part of life, the intensity with how we view our health is likely to change over the months and years ahead. Recent years have seen a conversation around proactive health management with a goal of eating and drinking foods that enable us optimise our health. Post-Covid 19 the indicators suggest **“Protective Health Management”** will emerge.

The fact that there is a wait to find a cure, the fact that this virus has showed some signed of potential reoccurrence in people, the fact that there is even conversation that there could be more such viruses in the future in a more globalized world, will all create great desire for shielding and self- protection.

Foods that can **protect our defence systems** are likely to grow in popularity. This will see a shift in the role functional foods plays for consumers. Recent years have seen Science and Nature blend in the minds of consumers with an ever greater focus on the role of **natural nutrition**. As we move into the Post-Covid world consumers may well pay more attention to the **Science of Food Functionality**. Consumers may want nutrition that helps boost their immunity.

We call this early indicator **SHIELDING**.

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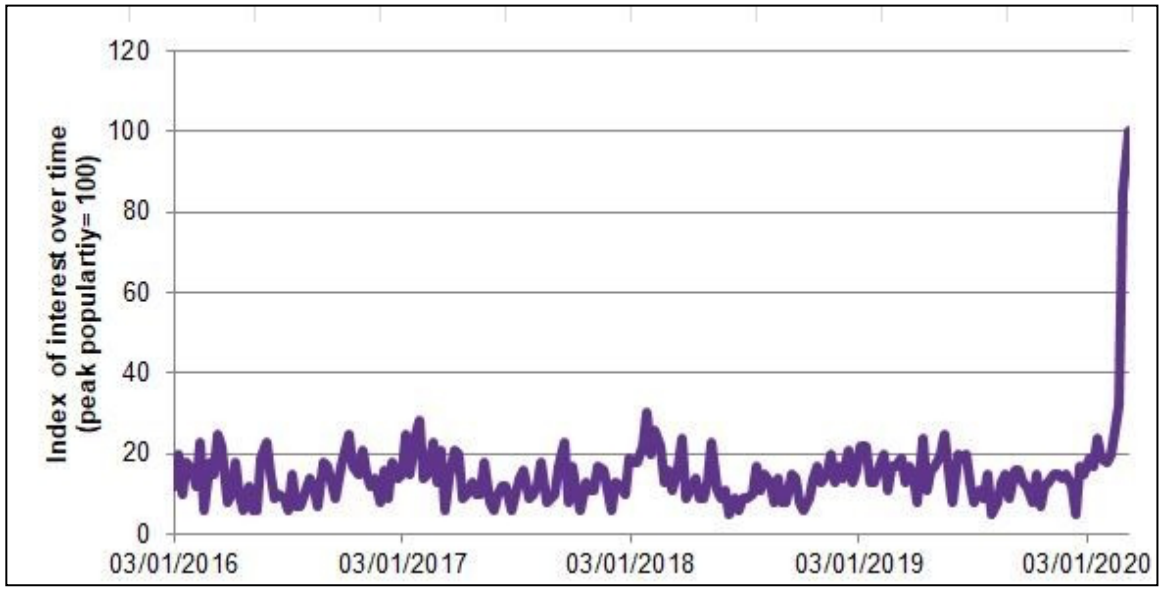
#1 Shielding.

Consumer interest in immune boosting food leaps ahead



Google searches featuring the term food, immune and system have spiked since mid-March. As the crisis has deepened consumers have moved to any source they can to find ‘new’ ways to boost their immune system.

This early indicator signals that consumer will pay even greater attention to the world of functional foods. But they also pay greater scrutiny to the claims that food brands make…

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#1 Shielding.

Will consumers pay greater scrutiny to immunity claims

Immune building vitamin and minerals include Zinc, elderberry, and vitamins C and D and are just some of the substances that have been researched for their immune-enhancing potential. However, Post-Covid, brands will need to be mindful of the degree to which they deliver on an immunity claim. In a world of ever present fake news, the message needs to be rooted in truth.

ONE TO WATCH

Kellogg's Special K Immune Support: Multigrain Flakes with Cherry, Dark Chocolate & Almond.

Enriched with nutrients to help support normal function of the immune system, providing 50% of the daily needs of vitamins D, B6, B12 and Folic Acid.



THE INDICATOR

Immune Support

Is this a strong enough claim Post-Covid?
Will Kellogg's pivot from this positioning?

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#1 Shielding.

Will hand held snacks have to change their ways

Hand hygiene has also top of mind and now part of every day living. Retailers have responded to this with stores offering free hand washing facilities in store. As we self protect into the future it is likely to be a habit that could become more engrained. And how we eat hand-held snacks may well evolve…

ONE TO WATCH

Glico Grape Ice Cream Balls from Japan claim to keep hands clean and free of melted ice cream.

According to the manufacturer, 'the bag can be ripped a little to remove one ice ball at a time, making it possible to consume it without touching the ice cream'.



THE INDICATOR

Hands Clean Claims

Will new pack formats emerge?
Will ‘contact free’ hand held snacks grow?

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#1 Shielding.

Increased screen time could see greater focus on eye protection

Protecting eyes has also become part of the Covid conversation but there is also the knock on effect of increased screen exposure.

This undoubtedly will represent an opportunity too for food and drinks brands. Highlighted as an emerging future platform in our functional food playbook, it may be something that represents a more “near in” opportunity as we potentially work, shop and socialise online more into the future.

ONE TO WATCH

Macu View is a Dutch dairy drink containing lutein-, zeaxanthin- and DHA-enriched egg yolk significantly improves macular pigment optical density, visual acuity



THE INDICATOR

Eye Protection Claims

Will new innovations emerge?
Will protection claims emerge?

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Implications for Irish Food & Beverages

- A greater focus on food functionality
- A greater focus on the science of food function
- Even greater scrutiny on immunity claims
- Innovations in hand held snacking
- Innovations in eye protection functional foods

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